JUNE 1, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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House subcommittee to take first step into allocations — Page 66

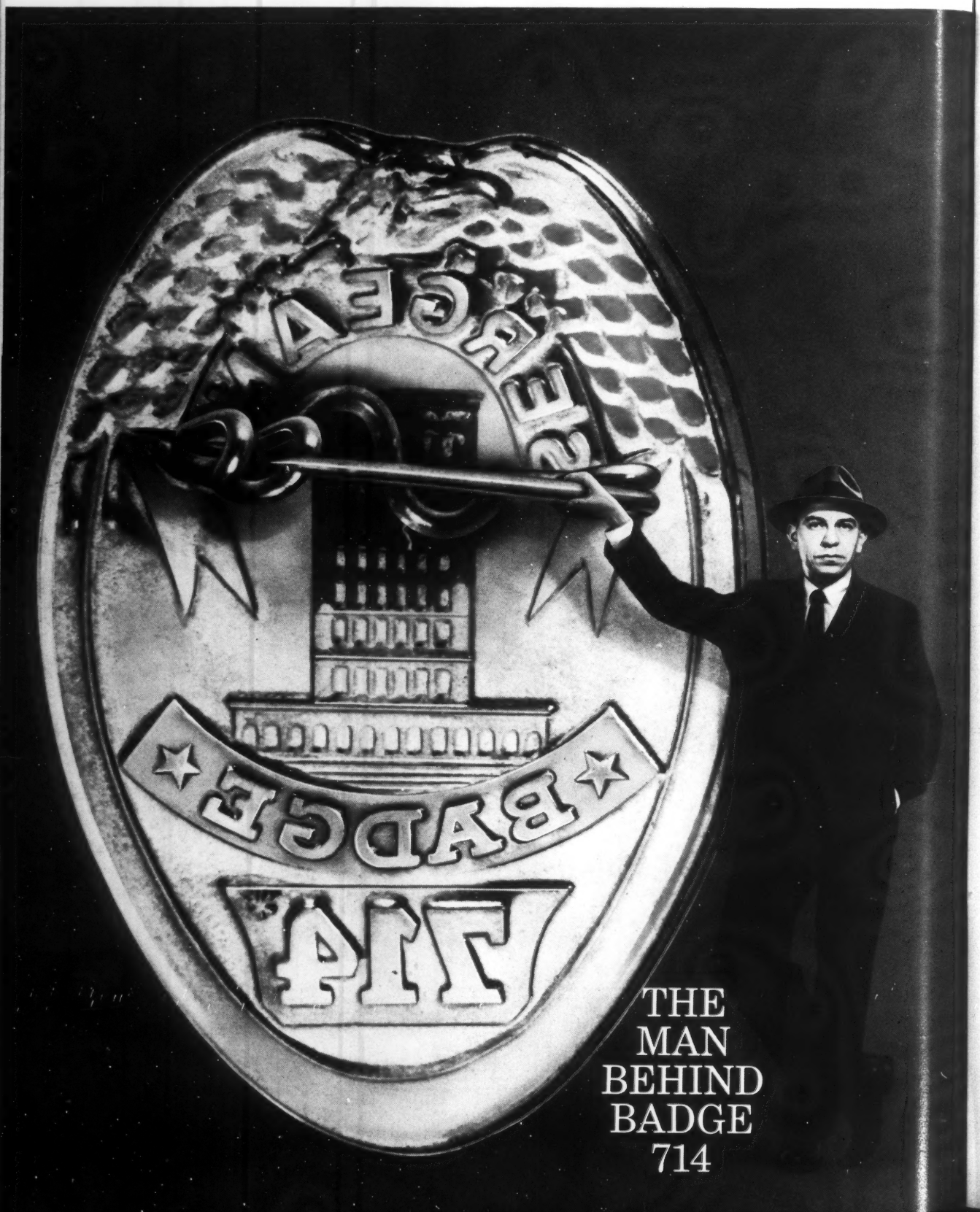
STOMPING MAJOR MARKETS are LaGuardia-bound Jack Mohler, Eastern Sales Manager of Television Advertising Representatives, Inc., and John Doscher. Boston was first stop for all TvAR men in a coast-to-coast tour of every TvAR-repped station and market. Purpose of trip: to make sure TvAR men are the best-informed in the business . . . about stations, their people and programs, and the station-markets. On July 1, TvAR officially represents WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland, KPIX San Francisco, stations of the Westinghouse Broadcasting Company, Inc.

He's Joe Friday. On CNP's **BADGE 714.** He works only for you, in your market, starting this Fall.

NBC TELEVISION FILMS–A DIVISION OF

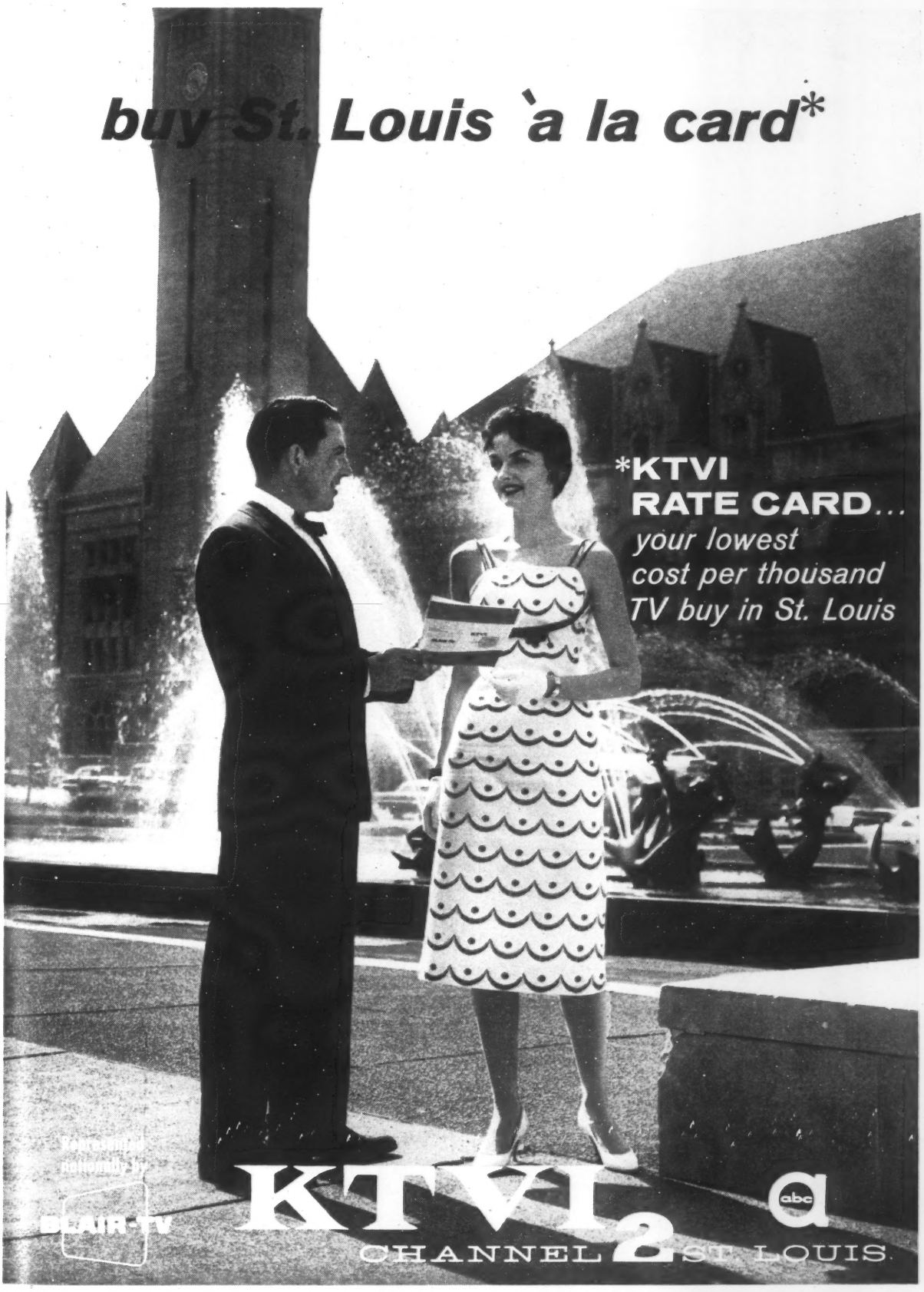
CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

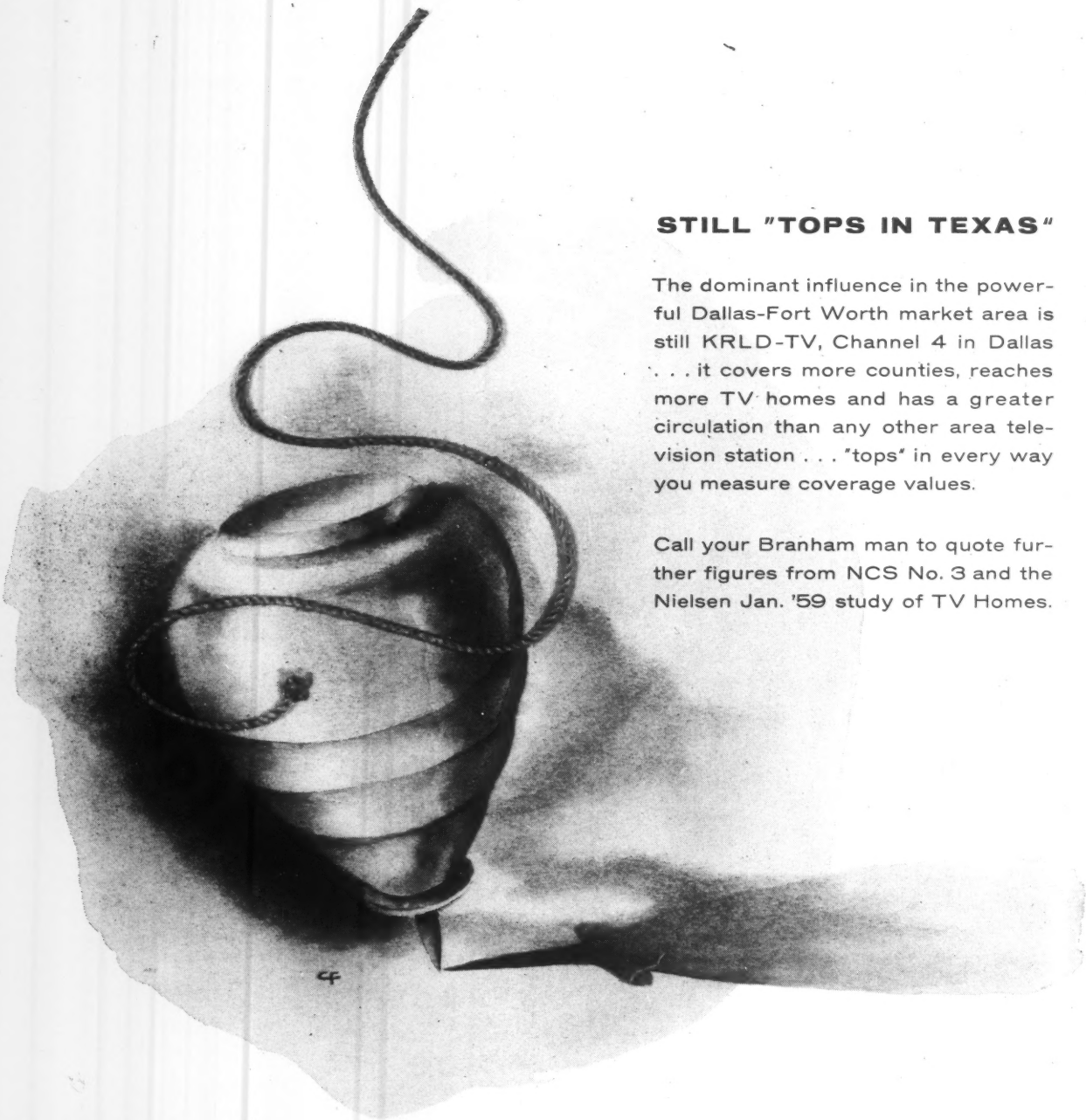


THE MAN BEHIND BADGE 714

buy St. Louis `a la card*



Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.



STILL "TOPS IN TEXAS"

The dominant influence in the powerful Dallas-Fort Worth market area is still KRLD-TV, Channel 4 in Dallas . . . it covers more counties, reaches more TV homes and has a greater circulation than any other area television station . . . "tops" in every way you measure coverage values.

Call your Branham man to quote further figures from NCS No. 3 and the Nielsen Jan. '59 study of TV Homes.

KRLD-TV

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Blue Book re-opened • What could become super Blue Book attempt at program censorship is envisaged in new FCC staff document involving license renewal of seven Atlanta radio stations, now on temporary license because of purported program "imbalance." New philosophy proposed by staff but not yet accepted by FCC would appraise community as a whole as to its cultural program needs. This would be compared with actual breakdown of program schedules of stations to show where "imbalance" occurs. Over-commercialization and failure to provide adequate public service programming would be staff aim.

More than year ago, FCC cited eight Atlanta stations, holding up their renewals pending programming study. Since then, one license has been renewed to make way for station's sale (WIIN Decatur). FCC reached no conclusions on radical proposal at its meetings during last two weeks but subject comes up again this week.

Rating war • Madison Avenue is bracing itself for tv network rating competition next season. It's no secret that CBS-TV regards ABC-TV, with its rating-pulling westerns and mysteries, as main competition. Dollarwise, however, odds are heavily weighted in favor of CBS-TV and NBC-TV as at present.

Educational tv • First test of strength in House of Senate-passed federal subsidy for educational tv will come Wednesday (June 3) when Rep. Harris' Communications Subcommittee votes on proposal. Considerable opposition has arisen, particularly among Republicans but also on majority side, to government grant of $1 million to each state. One congressman predicted vote would be very close, especially when and if measure reaches full Committee.

Changing focus • There's decisive trend by camera manufacturers to shift more and more of their budgets to tv and cut down on space in magazines, long-time favored medium of camera organizations. Case in point: Polaroid Corp., Cambridge, Mass., is expected to double its 1958-59 tv allocation of $1.5 million to at least $3 million in 1959-60, while Eastman Kodak, Revere Camera and ANSCO Camera are all hiking their tv investments next season.

RWW Inc. • Long awaited incorporation of Radio World Wide, news-programming service plan being developed by major network affiliates who contemplate going independent, will be filed in Delaware within next 10 days. Sixteen stations in major markets, it's reported, already are definitely aligned with two dozen others considering participation or awaiting other network radio developments. Estimated net for operation is in neighborhood of $1,000,000.

No cake • Ambitious plan for 25th anniversary commemoration of beginning of communications regulation by federal government (BROADCASTING, April 20) to all intents has gone by boards. Proposed by Federal Communications Bar Assn., plan was to include gala dinner in Washington, July 11, to be underwritten by all entities in communications. Bad timing, in view of vacation season, plus adamance of certain parties, resulted in postponement, with likelihood that it will be dropped altogether unless new interest is revived.

Spot measurement • Search for new formula is underway by Station Representatives Assn. and Price Waterhouse, accounting firm, to revise SRA's national spot radio reports issued quarterly. Figures would be broken down to reflect business in primary and secondary markets. Current method of lumping statistics has some stations in quandary when it fails to reflect market-size conditions. If procedure is workable, new-type report will be issued by end of June or beginning of July for first six months of year.

As result of review, SRA may not issue any report on first quarter of this year. Report was expected to show slight lag behind last year's good first quarter. SRA, however, sees this year in entirety as sound for spot with business strong during summer and early fall (BROADCASTING, *May 18*).

KFI key man • Elmer O. Wayne, who resigned last March as vice president in charge of sales of WJR Detroit, will shortly join KFI Los Angeles as general sales manager. Earle C. Anthony, owner-general manager, will announce appointment this week. Mr. Wayne had been with WJR since 1951.

Low budget tv • WXIX (TV) Milwaukee, ch. 18 outlet taken off air by CBS last March then sold for $50,000 to Gene Posner, WMIL Milwaukee, scheduled to return to life with comparatively tiny $20,000 per month operating budget. Goal of independent is to serve small advertisers, mainly with film shows. FCC authorization for resumption of programming has been obtained.

Buick air plans • Motivation behind regrouping announced in Detroit on McCann-Erickson's servicing of Buick account there is need to shift agency broadcast specialist from New York to Detroit. Charles P. Flynn, now tv and radio account executive in Detroit, was transferred from New York where he had been on Buick broadcast activity. Agency sources report move indicates continued Buick emphasis on radio-tv.

Boosters • Tv Repeater Assn., group of vhf booster operators, which met in Denver Friday to establish program for presentation to Senate Commerce Committee—generally opposing FCC recommendations for legislation (BROADCASTING, May 11)—took up one significant question: Should boosters get into microwave business to bring in distant big city signals to their viewers? Meeting also laid plans for appearances before Senate Committee which takes up FCC recommendations on variety of subjects beginning June 9.

Border incident • Because of failure of Mexican border stations to cooperate on Conelrad test of April 17 (they kept operating while U.S. stations went silent), formal overtures will be made to Mexican government in connection with future tests. Mexican Communications ministry, it's understood, had been notified of test. When informal inquiries were made after U.S. stations had protested Mexican border operations during half-hour test, report was made that telegram had been lost or misplaced.

Advertising hub • Growing strength of broadcast advertising in Chicago is seen in efforts to install agency executive at helm of Chicago Broadcast Advertising Club for 1959-60 season. Presidency has been offered to Thomas A. Wright, vice president-media, Leo Burnett Co., and he's reportedly amenable. It would mark first time agency man had headed club. Predecessors include James Beach (currently in office), ABC vice president in charge of Central Division, and Ward L. Quaal, vice president and general manager of WGN-AM-TV.

CAPTURE CLEVELAND

WITH THE BIG MOVIES

Just a minute! THAT'S ALL IT TAKES TO CAPTURE NORTHERN OHIO'S BIG MOVIE-MINDED AUDIENCE HERE'S WHY:

WARNER BROTHERS... PARAMOUNT
20TH CENTURY... UNITED ARTISTS

Scheduled 4 times daily on Channel 8 . . . 9:00 AM "Watch & Win"—1:00 PM "Star Matinee"—5:30 PM "Big Show"—11:20 PM "Nite Movie"

"Famous on the local scene"

WJW·TV

CHANNEL 8

CBS • CLEVELAND, OHIO

Storer Television

WJW-TV Cleveland | WAGA-TV Atlanta | WSPD-TV Toledo | WJBK-TV Detroit | WITI-TV Milwaukee

WEEK IN BRIEF

MR. TIMMONS

What radio timebuyers need • There would be more money spent in the medium if broadcasters provided more research information, according to Earl Timmons, research-media director of Stromberger, La Vene, McKenzie, Los Angeles agency. Two types are needed by agencies, in his opinion—quantitive and qualitative, with the latter more important. But of course it's necessary to have data on how many people are listening, he contends. MONDAY MEMO, Page **21.**

Sec. 315 goes on the pan • Foibles of equal-time law in political campaigns will be aired by Senate subcommittee starting June 12. Move spreads for concerted attack on outmoded section with its crippling impact on campaign broadcasts. Page **35.**

Ford's $25 million-plus • That's for time and talent in network television next season. Ford advances its plans for specials, hires services of CBS-TV's Hubbell Robinson who is going out on his own in tv program production. Page **38.**

Anacin's $2.5 million • Estimated gross billing issued by Television Bureau of Advertising shows Anacin the top network brand leader for the first quarter of the year, and is No. 1 for March as well. Page **44.**

Top 10 in tv • A statistical look at tv's leading 10 advertisers (network and spot combined) and how the expenditures stack up in other media. Page **44.**

Cleanup for Texize • Heavy tv spot user enjoys booming sales in competitive detergent market. "A Southern Lestoil," one tv advertising executive says of product's swift rise. Page **48.**

Mood over Miami • Disc jockeys, thousands and thousands of them, wage the good fight for freedom to let their personalities have expression on the air; formula music, teen-agers, media competition and audience building are discussed at d.j. convention. Page **52.**

First step in allocations study • Participants set for next week's panel before House Communications Subcommittee on investigation of radio spectrum. Page **66.**

Should commissioners be hermits? • FCC Chairman Doerfer raises questions on moves to force FCC commissioners to seclude themselves from all contact with outside sources; sees threat to commissioners' ability to become experts in field. Page **68.**

Multiplexing lowdown • Seminar at Newport News, Va., will look into technical and commercial progress of piggyback fm medium as well as federal regulatory situation. Fm Assn. of Broadcasters will hold first meeting on final day of June 4-6 session. Page **72.**

Democracy in Cuba • New Cuban minister of communications believes in free enterprise; says island will respect NARBA treaty. Page **79.**

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IN CINCINNATI METROPOLITAN AUDIENCE IN

ONE YEAR

Jan.-Feb. '58 avg. ¼ hr. rating 3.0
Jan.-Feb. '59 avg. ¼ hr. rating 4.7
6 AM - 6 PM, Mon. - Fri.

AND WCKY gives you a larger percentage of women buyers than any other Cincinnati station. Compare the percentage of women in WCKY's audience to the other Cincinnati stations. These figures are from the latest Nielsen Report (Jan.-Feb. 1959):

Station	Women	Men	Teen-agers and Children
WCKY	68%	14%	17%
Sta. A - Ind.	51%	20%	29%
Sta. B - Net	61%	22%	17%
Sta. C - Net	66%	20%	14%
Sta. D - Ind.	43%	8%	45%

MORE AUDIENCE and MORE BUYERS mean MORE SALES

Let us show you how we can sell your product or service on WCKY. Call CHerry 1-6565 in Cincinnati; in New York, call Tom Welstead, EL 5-1127; in Chicago and on the West Coast, call AM Radio Sales.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

TREMENDOUS

coverage of a big market . . .

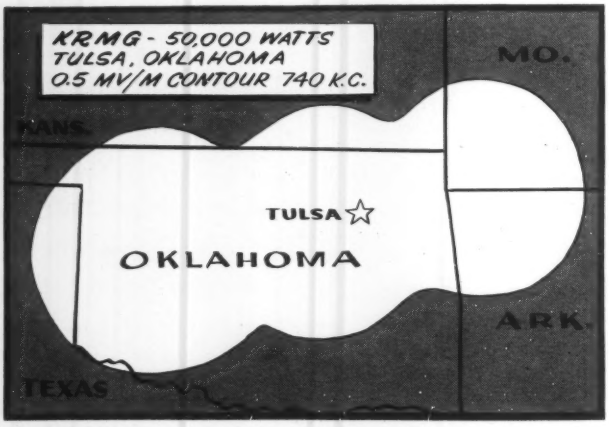
yours when you use *KRMG*, Tulsa!

PRIMARY MARKET DATA

(Excluding Oklahoma City Metropolitan Area)

State	Total Counties	Population	Radio Families	Passenger Cars	Retail Sales
Oklahoma	57	1,573,300	377,600	492,900	$2,214,091,000.00
Missouri	13	365,300	115,100	104,100	41,946,000.00
Arkansas	12	279,400	82,500	64,300	243,522,000.00
Kansas	7	190,100	64,400	68,200	213,821,000.00
Texas	4	26,400	8,000	9,100	27,497,000.00
Totals	93	2,434,500	747,600	738,600	2,740,877,000.00

Source: Consumer Markets



Regional KRMG's 50,000 watts on 740 kc (best frequency in Tulsa) gives you more for your money than any other Tulsa advertising medium. A recent one-week promotion pulled 87,312 postcards . . . proof of KRMG's big coverage, audience responsiveness and superior salesmanship.

Tulsa ranks about 65th in size in all market lists, but the KRMG area actually ranks about 40th or 41st in retail sales ($2,740,000,000 — excluding Oklahoma City).

General Manager Frank Lane or your nearest John Blair representative can tell you how to generate more sales by using KRMG.

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 35

Rutgers foundation plans Sec. 315 study

Foundation study of Sec. 315, supported by $100,000 to be undertaken starting next autumn by Rutgers U. to show relationship of broadcasting and politics. Impartial project will be conducted by Eagleton Foundation, political science forum at New Jersey university (see Sec. 315 story page 35).

Dr. Paul Tillett, assistant director of foundation who announced political study at Wednesday (May 27) meeting of New Jersey Broadcasters Assn., said it will cover "many areas of interest to broadcasters, ourselves as educators and politicians as candidates." He explained public is dependent on nation's broadcasters for enlightenment as well as entertainment.

Project will study, criticize and evaluate existing practices of broadcasters and politicians, survey attitudes of listeners and "pass judgment on effectiveness of FCC to regulate this aspect of the broadcasting industry." Some preliminary details have already been studied at university.

Idea developed last November at NJBA meeting after Ralf Brent, WIP Philadelphia, said in speech that political study should be undertaken because politicians don't use broadcast media effectively and their appearances are boring. President Mason Gross, of Rutgers, later met with Fred Walker WTTM Trenton, NJBA president; Everett Rudloff, WJLK Asbury Park, and Mr. Brent.

These basic questions are to be answered by privately financed foundation: What are public interests, conflicts and agreements involved; common responsibilities; role of government in resolving broadcast-politician interests and guaranteeing fulfillment of responsibilities; adequacy of service to public; ways of making media available to candidates equitably in view of cost factors; development of greater political responsibility in use of broadcasting.

NJBA endorsed Hartke and Cunningham bills providing Sec. 315 relief but insisted outright repeal is needed.

G. Krueger Brewing Co. $200 public service award given to WSNJ Bridgeton.

Daly willing

Lar Daly, perennial America First party candidate, has asked to testify in forthcoming Sec. 315 political broadcasting hearing to be held before Senate Commerce subcommittee headed by Sen. John O. Pastore (D-R.I.). Hearing opens June 12 (see early story page 35). Splinter candidate also wrote House Commerce Committee, asking Chairman Oren Harris (D-Ark.), for right to testify in case that committee holds hearings on Sec. 315.

Hyde draws praise at Senate probe

In highly friendly atmosphere, Senate Commerce Committee quizzed Comr. Rosel Hyde for 15 minutes Thursday (May 28) on his reappointment for third consecutive term on FCC. Only five members were present and Chairman Warren Magnuson (D-Wash.) forestalled many questions when he announced FCC would be called before committee within two weeks for "an annual informal get-together."

Comr. Hyde said he is very hopeful that FCC will, in near future, add additional vhf channels to selected markets on individual basis. "I have urged the need to do so to my associates and I will continue to do so," he said.

In answer to question by Sen. Vance Hartke (D-Ind.), Comr. Hyde said he thought Barrow report was "somewhat extreme, perhaps unrealistic" in its recommendations concerning multiple ownership. Commissioner said he has fought to keep limits from being increased above present 5-vhf restriction and that effective multiple ownership rules would make unnecessary other regulations on subject.

At start of session, Sen. Magnuson also pointed out that committee planned June 12 hearings on Sec. 315 (equal time) of Communications Act and asked if FCC would have decided Lar Daly case by then. Commissioner replied FCC hoped to make decision by then and that commissioners would be in much better position to discuss matter on that date. He said Commission had no plans at this time to make own recommendations for amendment of Sec. 315.

Letters from Idaho senators, Comr. Hyde's home state, favoring endorsing Hyde appointment, and Sen. Strom Thurmond (D-S.C.) praised commissioner for his "efficient, faithful service." Sen. Magnuson said that he knew of no one better qualified for FCC than nominee, who has been commissioner since 1946 and on staff since days of old Federal Radio Commission.

Oakland, Pittsburgh stations purchased

Station sales announced Friday, subject to usual FCC approval:

KWBR Oakland, Calif. • Sold by E.N. Warner and First Western Bank of Oakland as trustee, each 50% owner, to Egmont Sonderling and associates for $550,000. Mr. Sonderling and his group also own WOPA Oak Park, Ill., and WDIA Memphis, Tenn. KWBR is 1 kw on 1310 kc. Transaction handled by Blackburn & Co.

WEEP Pittsburgh, Pa. • Sold by John W. Kluge and associates to Myron Jones and group for sum in neighborhood of $300,000-$350,000. Mr. Jones also owns WHOT and WRED (FM) Youngstown, Ohio; WJET Erie and WTIV Titusville, both Pa. Mr. Kluge is principal owner of Metropolitan Broadcasting Co. (WNEW New York and others). WEEP is 1 kw daytimer on 1080 kc.

KXA Seattle, Wash. • 75.1% sold by Samuel I. Savidge, Cassius E. Gates and 23 others to Wesley I. Dumm (24.9% owner) for $149,270, giving Mr. Dumm 100%. KXA is on 770 kc, with 1 kw day, limited by clear channel WABC New York.

WCNH Quincy, Fla. • Sold by A.B. Letson (controlling stockholder) to William S. Dodson and wife Dorothy for $90,000. Mr. Letson controls WMOP Ocala and WZRO Jacksonville Beach, both Florida. Mr. Dodson is radio-tv director for Robert F. Gamble Inc. advertising agency, Washington, D.C. WCNH is on 1230 kc with 250 w and is MBS affiliate.

WTKO Ithaca, N.Y. • 52% ownership sold by Thompson K. Cassell to group headed by Ellis E. Erdman for $77,500. Mr. Erdman, who is already 32% owner, will own total of 52% when transaction approved by FCC. Mr. Erdman is executive vice president-general manager of WTKO; others with whom he is associated also own WOLF Syracuse, N.Y. WTKO is 1 kw daytime on 1470 kc. Other Cassell stations

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

are WCHA-AM-FM Chambersburg, WBRX Berwick, WATS Sayre, all Pa.; WACK Newark, WTVE (TV) Elmira, both N.Y., and WGGG Gainesville, Fla.

ABC Radio signs two

ABC Radio last week announced affiliation of KIBS Bishop, Calif., and KSLM Salem, Ore. KIBS, owned and operated by Southeastern Sierra Broadcasting Co., is headed by James R. Oliver, president-general manager. It operates on 1230 kc with 250 w. Glenn E. McCormick is president-general manager of KSLM, which broadcasts on 1390 kc with 5 kw daytime and 1 kw nighttime. Station is owned and operated by Oregon Radio Inc.

Uhf translators at missile base

Operation of two uhf translators at West Coast missile center, Vandenberg Air Force Base, Calif., was made known Friday by FCC. Stations, on chs. 73 and 82, pick up and relay ch. 6 KSBY (TV) San Luis Obispo and ch. 3 KEYT (TV) Santa Barbara, both Calif., for "several thousand" personnel on base. Translators have been in operation since May 6, bring to six number of military tv stations operated in continental U. S.

Commission agreed to operation with three provisos: (1) transmissions solely for retransmission of signals received from commercial tv stations subject to prior consent of licensees, (2) operations will be discontinued immediately if interference discovered to any U.S. non-government station, and (3) operations will be reconsidered if they appear to impede development of private tv broadcasting.

Oldsmobile buys comedy on CBS-TV

Automakers' tv network buying (see Ford Motor story, page 38) continued last week as fall nighttime schedules were about wrapped up. Latest on Thursday (May 28): Oldsmobile Div. of General Motors contracting with CBS-TV, through D. P. Brother, Detroit, for *Dennis O'Keefe Show* (comedy situation series by Cypress Productions and sold to Oldsmobile by United Artists Television), Sun., 7:30-8 p.m. period. Oldsmobile seeks coverage in each market in which it has dealer, asked 227-station clearance, said to be above average for network lineup. This is second network sale for UA-TV which started production about year ago, its other series sold being *The Troubleshooters* that goes on NBC-TV with Philip Morris sponsoring alternative weekly half-hour. UA-TV also is negotiating with NBC-TV for *United Artists Playhouse* anthology made up of hour and 90-minute shows.

KCFI renewal opposed

FCC Hearing Examiner Herbert Sharfman recommended Friday that application for license for KCFI Cedar Falls, Iowa, be denied on ground Jane A. Roberts, permittee, had not, in fact, signed original application and other documents. In scathing initial decision, Mr. Sharfman held that Mrs. Roberts "knowingly misrepresented the facts about her signature." KCFI, which began operating in February 1958, is 500 w daytimer on 1250 kc. Mrs. Roberts and husband, Cecil W. Roberts, also own KREI Farmington, KCHI Chillicothe, KBIA Columbia, all Mo., and KCRB Chanute, Kan.

Sauce for tv

New barbeque sauce spray for outdoor cooking is getting its first substantial tv push. Product, Sizzle Spray, had its initial testing and now is on tv spot schedules in western markets, with campaigns set to begin at end of June and run through summer. Manufacturer is Heublein Inc., Hartford, through its food divisions with Bryan Houston, New York, as agency.

• Business briefly

• Studebaker-Packard Corp., South Bend, Ind., on behalf of Lark auto dealers, will sponsor CBS Radio's concerts from Newport (R.I.) Jazz Festival (July 2-5, 9:05-10 p.m.). Agency: D'Arcy, New York.

• S.C. Johnson & Son (wax products), Racine, Wis., buys alternate weeks of *Johnny Ringo* replacing *Yancy Derringer* on CBS-TV starting Oct. 1, Thurs., 8:30-9 p.m. Agency: Needham, Louis & Brorby. Purchase sets Johnson's fall network tv plans, including renewals of *Red Skelton Show* and *Zane Grey Theatre* (latter through Benton & Bowles) on same network.

• Armstrong Rubber Co. (tires), West Haven, Conn., understood to be scheduling spot tv campaign in unspecified number of markets throughout country, starting shortly for 13 weeks. Agency: Lennen & Newell, N.Y.

• Philip Morris Inc., N.Y., has signed as alternate-week sponsor of *Troubleshooters* (NBC-TV, Fri. 8-8:30 p.m.) which begins next season. Agency: Leo Burnett, Chicago and N.Y.

WEEK'S HEADLINERS

MR. PIANO

VINCENT C. PIANO, for past six years director of sales development and promotion, The Meeker Co., station representative, appointed director of radio promotion and research of Peters, Griffin, Woodward, station representative, effective today (June 1). At PGW, Mr. Piano will head expanded department, said Robert H. Teter, PGW's vp-director of radio. Before he joined Meeker, Mr. Piano was promotion manager at WSB Atlanta (1948-1953) and holds master of arts degree in advertising from Columbia U.

HUBBELL ROBINSON JR., CBS-TV executive vp in charge of network programs, resigns to become executive producer of Ford Motor Co.'s series of specials to be seen on NBC-TV this fall and head of his own production company (see story, page 38). Mr. Robinson entered advertising at Young & Rubicam during the depression, working there until 1944 when he left to join Blue Network (now ABC) as vp-director of programs. In 1945 he switched to Foote, Cone & Belding as vp in charge of radio. Mr. Robinson joined CBS in 1947 as vp and director of programs, advancing successively to vp in charge of network programs in 1951 and executive vp in 1956.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

RADIO STATION

WHK

The 38 year old Voice

that means Business in

Cleveland

announces the appointment of

JOHN BLAIR & COMPANY

as national representative

effective June 1, 1959

METROPOLITAN BROADCASTING CORPORATION

JOHN W. KLUGE, Chairman of the Board and President

HARVEY L. GLASCOCK, Vice President and General Manager, WHK

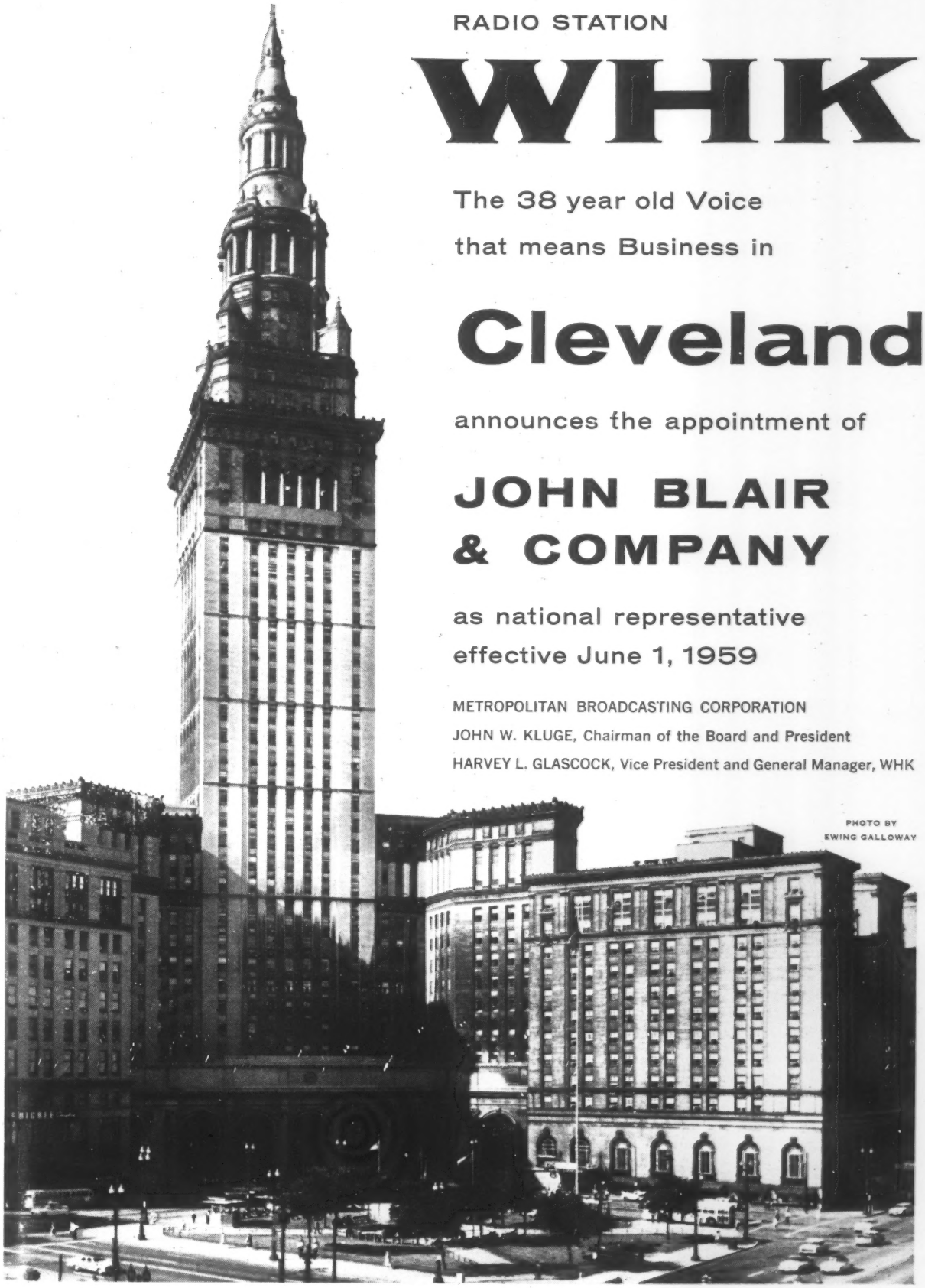
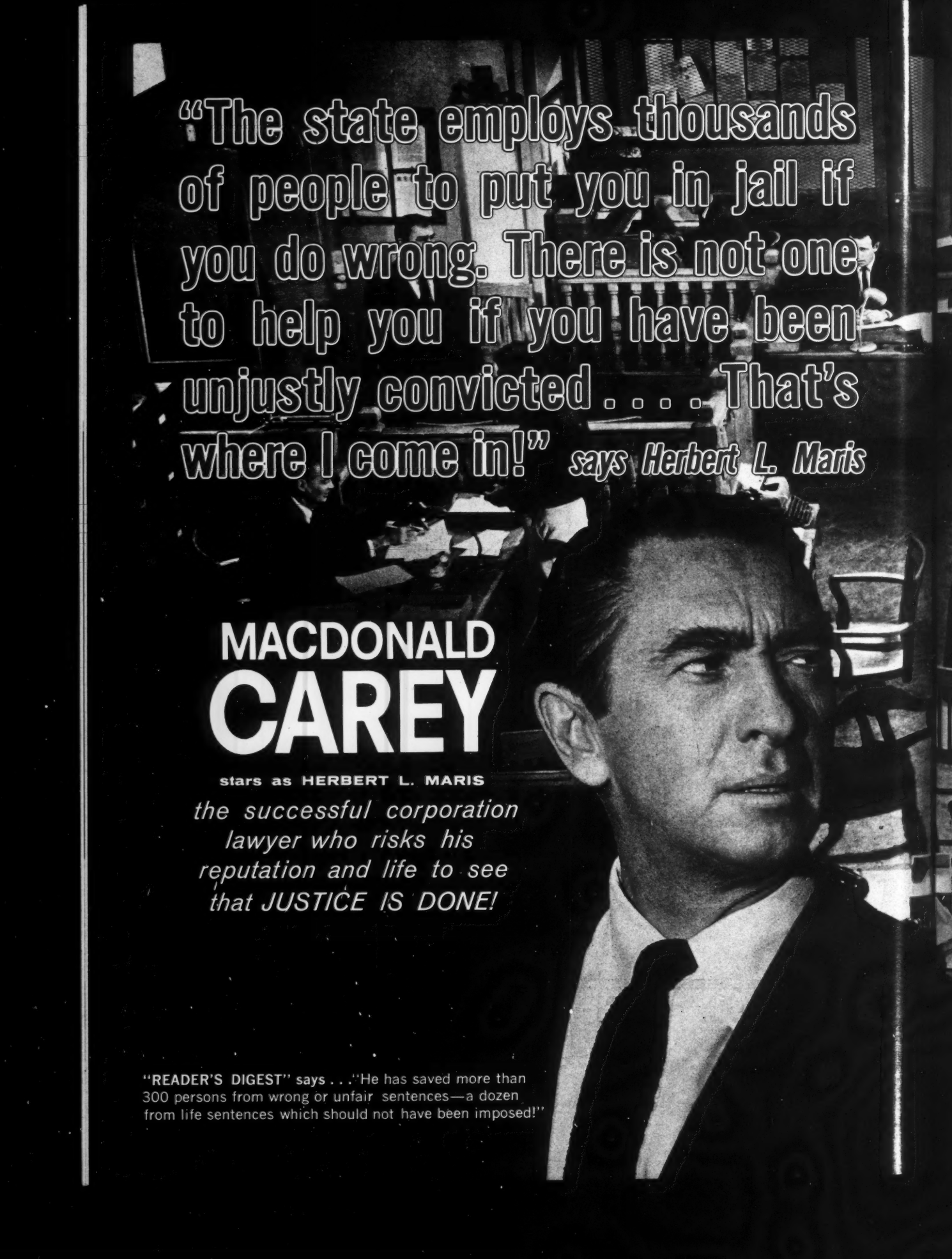
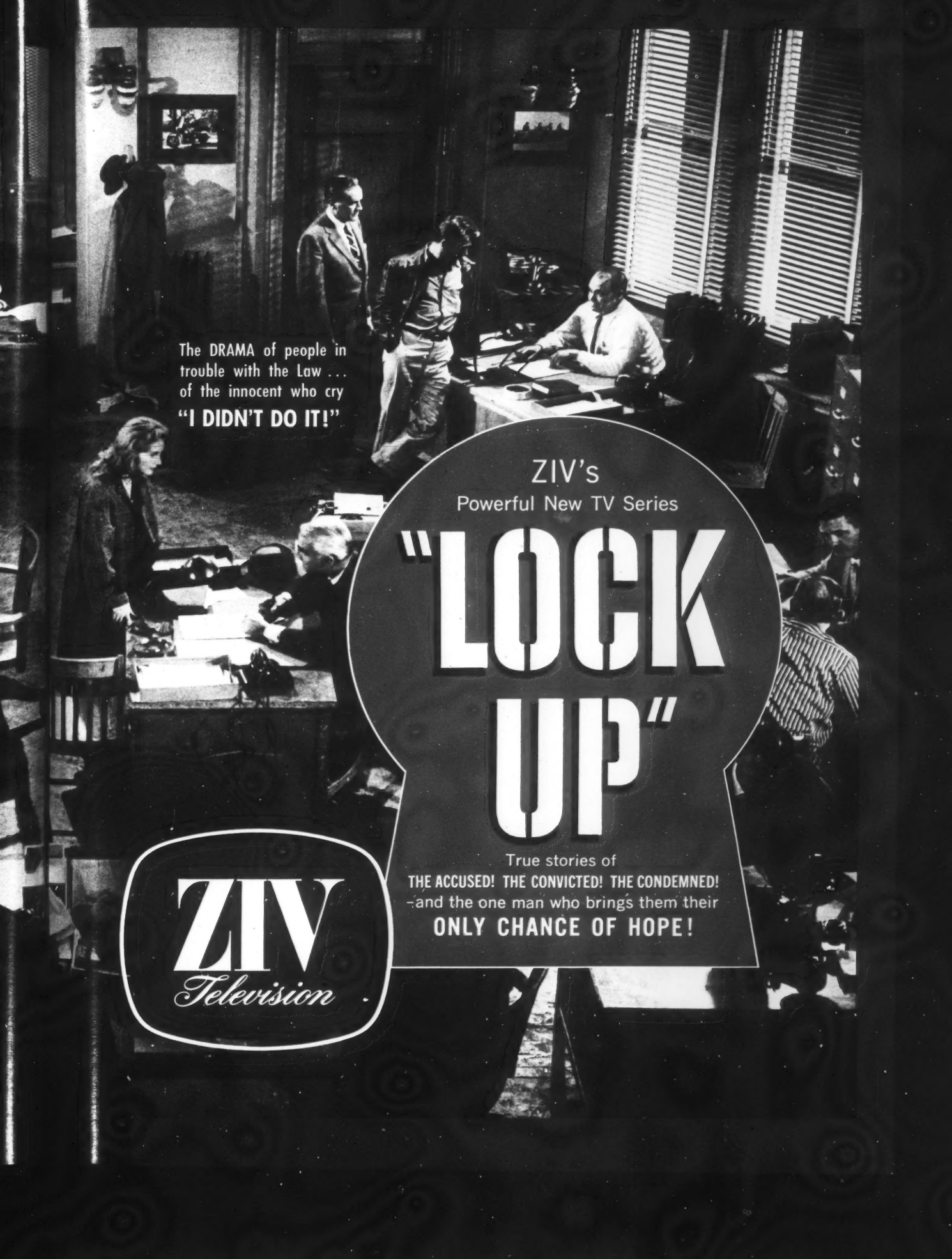
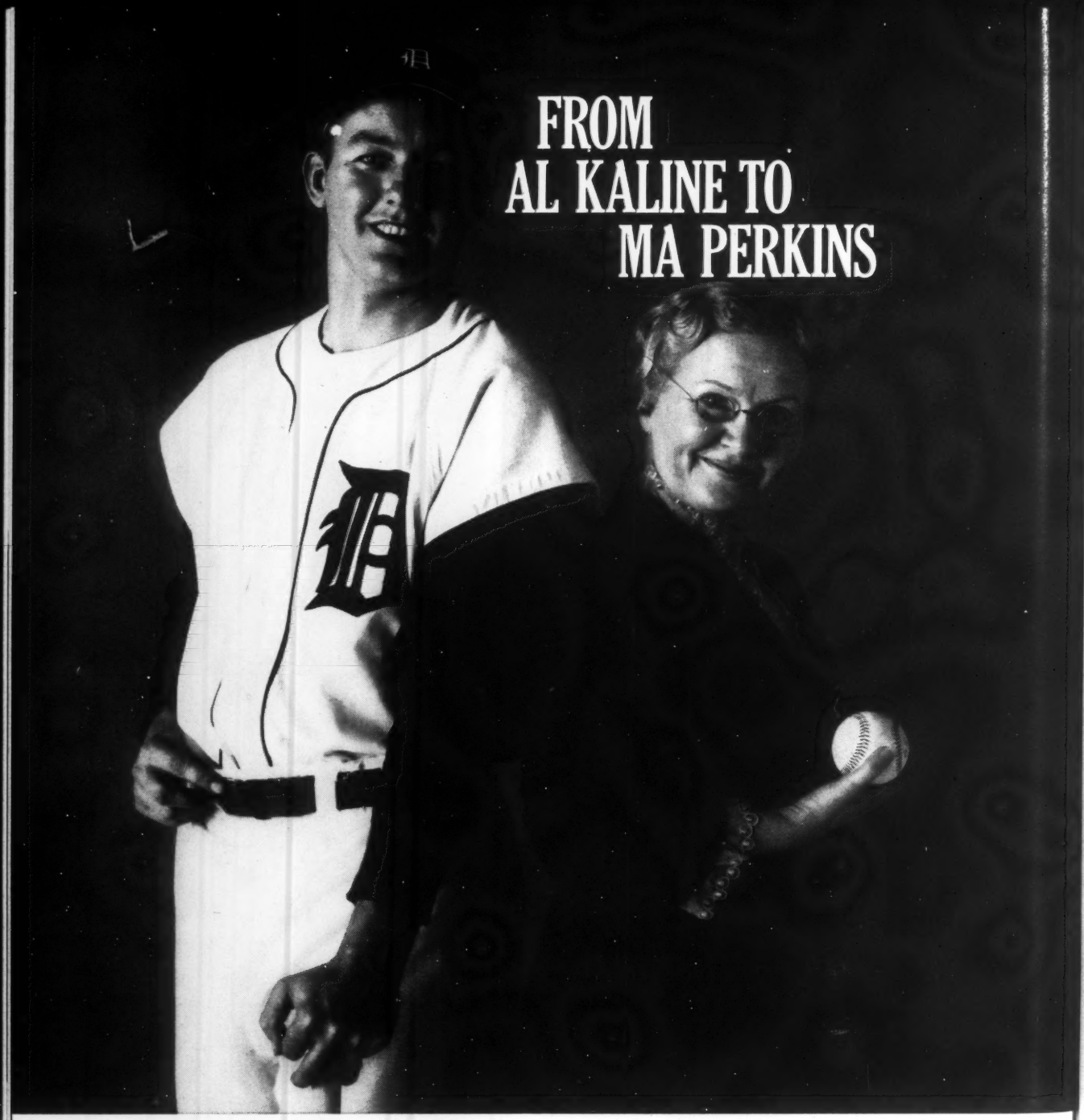


PHOTO BY EWING GALLOWAY


"The state employs thousands of people to put you in jail if you do wrong. There is not one to help you if you have been unjustly convicted . . . . That's where I come in!" says Herbert L. Maris
MACDONALD
CAREY
stars as HERBERT L. MARIS
the successful corporation lawyer who risks his reputation and life to see that JUSTICE IS DONE!
"READER'S DIGEST" says . . . "He has saved more than 300 persons from wrong or unfair sentences—a dozen from life sentences which should not have been imposed!"


The DRAMA of people in trouble with the Law . . . of the innocent who cry "I DIDN'T DO IT!"
ZIV's
Powerful New TV Series
"LOCK UP"
True stories of
THE ACCUSED! THE CONVICTED! THE CONDEMNED!
-and the one man who brings them their
ONLY CHANCE OF HOPE!
ZIV
Television



...and everything in between! Now that we've joined the CBS Radio Network, one radio station in Detroit has it all—from baseball to the most popular, most acclaimed network programs. CBS Radio daytime drama like Whispering Streets, Young Dr. Malone, Ma Perkins and others. The distinguished correspondents of CBS News. And Gunsmoke, Robert Q. Lewis, Have Gun—Will Travel, Mitch Miller, Amos 'n' Andy, Suspense and more. Next fall, The Metropolitan Opera. When you combine all this with top local personalities, sports and other WKMH features, you've got all the radio excitement in town in one place!

WKMH

THE STATION THAT NOW HAS EVERYTHING

CBS RADIO IN DETROIT

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

June 1-3—National microwave symposium, **Professional Group on Microwave Theory & Techniques, Boston Section,** Paine Hall, Harvard U., Cambridge, Mass.

June 2—**Special NAB Tv Public Information Committee,** formed to draw up national program, will hold first meeting in New York.

***June 2**—**Special NAB Tv Public Information Committee,** formed to draw up national program to promote public appreciation of tv, will hold first of two meetings. First meeting, Waldorf Astoria, New York. Second will be June 10 in Washington.

***June 2**—**New York Advertising Media Planners** discussion of optimum reach and frequency, a regular monthly meeting for agency media buyers and media directors. Panel members include W. E. Matthews, Young & Rubicam, moderator; John DeWolf, G. M. Basford Co.; Paul Gerhold, Foote, Cone & Belding; William Weilbacher, Dancer-Fitzgerald-Sample. College room of Midston House, 22 East 38th St., New York, 7-9 p.m.

***June 3-5**—**Armed Forces Communications & Electronics Assn.** convention, Sheraton Park Hotel, Washington. Component, instrument and systems manufacturers will discuss military electronics. Director Leo A. Hoegh, Office of Civilian & Defense Mobilization, will be keynote speaker at June 3 luncheon. AFCEA promotes industrial preparedness. Over 100 major government contractors will have exhibits.

***June 4-5**—Formal opening of new Broadcast House by **WXYZ Inc.,** Northwestern Highway, Detroit.

June 4-6—**Fm Multiplexing Seminar** under auspices of WGH-FM Newport News, Va., Chamberlin Hotel, Old Point Comfort, Va. Agency panels on fm and its future are planned. Other topics—FCC multiplexing regulation; is multiplex a broadcast or nonbroadcast service; must background and store services be broadcast on a subchannel only; music licensing fees; stereo; fm sales prospects; fm promotion. Dan Hydrick Jr., WGH-FM general manager, is in charge of planning.

June 4-6—First meeting of new **FM Assn. of Broadcasters, Chamberlin Hotel, Old Point Comfort, Va. Association was formed during NAB convention last March, supplanting FM Development Assn.**

June 5—**NAB Tv-Music Advisory Committee,** NAB hdqrs., Washington.

June 6—**UPI Broadcasters of Wisconsin,** Milwaukee.

June 7-9—**North Carolina Assn. of Broadcasters,** Morehead Biltmore Hotel, Morehead City.

June 7-9—**American Women in Radio & Television,** board of directors meeting, Statler Hilton Hotel, Washington.

June 7-10—**Advertising Federation of America,** annual convention, Hotel Leamington, Minneapolis. An advertising "situation report" will feature Jean Wade Rindlaub, BBDO vice president; Fairfax M. Cone, chairman of Foote, Cone & Belding, and Sen. Hubert H. Humphrey (D-Minn.). Public service awards will be presented. Other speakers: David Susskind, executive vice president of Talent Assoc.; Mitch Miller, Columbia Records; James S. Fish, General Mills, presiding at the awards luncheon; John J. Ryan, AFA counsel.

June 8-9—Panel on spectrum allocations before **Communications Subcommittee of House Commerce Committee.**

June 9-July 1—**Communications Subcommittee of Senate Commerce Committee** hearings on 13 pending bills amending Communications Act.

***June 10**—Second of two-meeting series, **Special NAB Tv Public Information Committee,** Washington.

***June 10**—**Agency Broadcast Producers Workshop,** Chicago Film Lab, Chicago, postponed from May 27. Speakers: Raymond Jones, AFTRA Chicago executive secretary, and Herbert Neuer, legal assistant.

***June 11**—**NAB Freedom of Information Committee,** Mayflower Hotel, Washington. Legislative developments relating to Sec. 315 of Communications Act (equal time) and secrecy in government will be considered. A Congressional leader is slated to be guest of committee.

June 12—**Pennsylvania AP Broadcasters,** Pittsburgh.

June 12—**Senate Commerce Committee** hearings begin on S 1828, which amends Sec. 315 (equal time provision) of the Communications Act.

June 12-16—**National Federation of Advertising Agencies,** annual convention, Chatham Bars Inn, Chatham, Mass.

June 13—**U. of Chicago Communications Dinner,** Quadrangles Club, on campus. Louis G. Cowan, CBS-TV president, will speak on "Television and the Arts." Other speakers are Leonard Kent, Needham, Louis & Brorby, and Alec Sutherland, U. of Chicago educational broadcast chief.

June 13—**UPI Broadcasters Assn. of Connecticut,** Sun Valley Acres, Meriden.

June 13—**UPI Broadcasters of Pennsylvania,** Penn-Harris Hotel, Harrisburg. Gov. David L. Lawrence, principal speaker.

June 13-14—**UPI Broadcasters Assn. of Texas,** annual meeting, Hilton Hotel, San Antonio.

June 13-14—**Louisiana-Mississippi AP Broadcasters Assn.** Jacksonian Motel, Jackson, Miss.

June 14-17—**National Industrial Advertisers Assn.,** national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

***June 15**—**NAB Tv Code Review Board,** NAB hdqrs. Washington, changed from June 12.

June 15-16—Tv medical symposium, Naval Medical Center, Bethesda, Md., for armed forces and medical schools. On agenda: Color microscopy, medical and dental tv systems; tv cameras; tv distribution; projectors; lighting; recording; tv costs and planning.

June 15-19—**NAB Combined Boards of Directors,** NAB hdqrs., Washington. Committee meetings and indoctrination of new directors June 15-16; Tv Board June 17; Radio Board June 18; joint boards, June 19.

June 15-26—Summer workshop for communications librarians, **Syracuse U. School of Journalism and School of Library Science,** Syracuse, N.Y.

June 17-19—**American Marketing Assn.,** na-

My Mommy Listens to KFWB

...and listens, and listens and listens! Pulse and Hooper have proven it for many months past...and now Nielsen makes it unanimous: rates KFWB #1 in total audience in the L.A. Area in their book, too! **So...whether you use Pulse, Hooper or Nielsen as a guide...one thing you should do for sure: Buy KFWB...first in Los Angeles. It's the thing to do!**

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager

Represented nationally by JOHN BLAIR & CO.

One hundred eleven* national and regional spot advertisers know

Terre Haute is not covered effectively by outside TV

*Basis: 1958

WTHI-TV CHANNEL 10 CBS ABC

TERRE HAUTE, INDIANA

Represented Nationally by Bolling Co.,

Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

WDBJ-

For 35 Years

No. 1 in the Roanoke Market!

WDBJ has been on the air in Roanoke, Virginia continuously since 1924. In every audience survey ever made in those 35 years, WDBJ has always proved to be first in coverage and audience.

We look forward to serving even better in the future our long list of loyal national advertisers who demand the best in radio promotion.

Ray P. Jordan

V. P. Broadcasting
Times-World Corporation

WDBJ CBS RADIO Roanoke, Virginia

AM • 960 Kc. • 5000 watts

FM • 94.9 Mc. • 14,000 watts

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

tional conference, Hotel Statler, Cleveland, Ohio.

June 17-19—Virginia Assn. of Broadcasters, Tides Inn, Irvington.

June 17-20—National Assn. of Television-Radio Farm Directors, Hotel Statler, New York. Farm broadcasters will carry their "sell farm broadcasting" to Madison Avenue.

June 17-19—Eleventh annual meeting **Catholic Broadcasters Assn.,** Pick Fort Shelby Hotel, Detroit. Significance of the encyclical "Miranda Prorsus" will be reviewed. Speakers include Most Rev. John King Mussio, bishop of Steubenville and Episcopal moderator of association; His Excellency the Most Rev. Bishop Fulton J. Sheen; Donald H. McGannon, president of Westinghouse Broadcasting Corp., discussing "Tv in the United States, Responsibilities and Opportunities"; Arthur Hull Hayes, CBS Radio president, speaking on "The Future of Radio in a World of Television"; Ed Sullivan, CBS-TV m.c.; Franklin Dunham, radio-tv chief, U. S. Office of Education, speaking on "The Social Impact of Television."

June 18—Maryland-D.C. Broadcasters Assn., Stephen Decatur Hotel, Ocean City, Md.

June 18-20—Florida Assn. of Broadcasters convention, DuPont Plaza Hotel, Miami.

June 18-21—Pet Milk's second annual **Grand Ole Opry** talent contest finals, Dinkler Andrew Jackson Hotel, Nashville, Tenn. Participating in event, now building up at local station level, are WSM that city, Keystone Broadcasting System and its affiliates and Gardner Adv. Co., Pet Milk agency. Station managers may compete for promotion prizes and for all expense-paid trips to Nashville.

June 19—Rhode Island Broadcasters Assn., Viking Hotel, Newport.

June 21-22—Colorado Broadcasters & Telecasters Assn., Colorado Hotel, Glenwood Springs. Howard Bell, NAB assistant to the president, will speak.

***June 22-23—Montana State U. School of Business,** Missoula, advertising conference. Thomas D'Arcy Brophy, former board chairman of Kenyon & Eckhardt, will be chief speaker. Joseph Sample, KIIK-AM-TV Billings, is chairman.

June 22-26—First Advertising Agency Group, annual conference, Belmont Hotel, Cape Cod, Mass.

June 22-Aug. 15—Summer Radio-Tv Institute, Stanford U., Calif. George A. Willey, director.

June 23-25—National Community Television Assn., Sheraton Hotel, Philadelphia.

June 23-Aug. 1—Broadcasting Symposium, **Northwestern U. Radio-Tv-Film Dept.,** Evanston, Ill. Speakers include FCC Chairman John C. Doerfer, Hugh M. Beville Jr., NBC; Gilbert Seldes, Saturday Review, John O'Brien, Voice of America; Eric Barnouw, Columbia U.

June 28-29—South Carolina Broadcasters Assn., William Hilton Motel, Hilton Head Island, summer convention.

June 28-July 2—Advertising Assn. of the West, annual convention, Tahoe Tavern, Tahoe City, Calif.

June 28-July 4—National Advertising Agency Network, management conference, Del Monte Lodge, Pebble Beach, Calif.

June 29-July 1—Military electronics convention sponsored by **Professional Group on Military Electronics of Institute of Radio Engineers,** Sheraton Park Hotel, Washington. Space propulsion, space electronics, radar, missile guidance, computers and related topics will be discussed.

JULY

July 5-11—Advertising Federation of America management seminar in advertising and marketing, **Harvard Business School, Cambridge, Mass.** Speakers to include Dr. Frank Stanton, CBS president.

July 5-17—NAB Management Development Seminar, Harvard Graduate School of Business Adm., Cambridge, Mass. Designed to give station management principles and analytic techniques involved in the executive job.

July 14-15—Idaho Broadcasters Assn., Shore Lodge, McCall.

AUGUST-NOVEMBER

***Aug. 3**—Comments due on **FCC** proposal to revise television network rules including cutting down on option time, counting straddle programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12,859. Postponed from June 22.

Aug. 18-21—Western Electronic Show & Convention (Wescon), Cow Palace, San Francisco.

Aug. 21-23—Arkansas Broadcasters Assn., Hot Springs.

Aug. 24-28—American Bar Assn. annual convention, Miami, Fla.

Aug. 28-30—West Virginia Broadcasters Assn., Greenbrier, White Sulphur Springs. FCC Comr. Frederick W. Ford will speak.

***Aug. 29—Oklahoma Broadcasters Assn.** summer meeting, Lake Murray Lodge, Ardmore. Judge John Brett, presiding judge of Oklahoma Criminal Court of Appeals whose court rendered decision in favor of court broadcasting, will address luncheon. Ben Sanders, KICD Spencer, Iowa, will conduct sales clinic.

Sept. 10 — Advertising Research Foundation seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

Sept. 17-19 — Mutual Adv. Agency Network, second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago.

Sept. 21-22 — Louisiana Assn. of Broadcasters Monroe.

Sept. 21-23 — Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference, Stanford U., Palo Alto, Calif.

Sept. 25—Advertising Research Foundation, fifth annual conference, **Waldorf-Astoria, New York.**

Sept. 29-Oct. 3 — Affiliated Advertising Agencies Network international convention, Somerset Hotel, Boston.

Oct. 6-7—Electronic Industries Assn., value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

***Oct. 7-9—Canadian Section. Institute of Radio Engineers,** annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

***Oct. 7-9—Institute of Radio Engineers Canadian Convention,** Toronto, Canada.

Oct. 12-14 — National Electronics Conference, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

***Oct. 18-21**—Western Regional Convention, **American Assn. of Advertising Agencies,** Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

***Oct. 26-30—National Assn. of Educational Broadcasters** convention at Sheraton-Cadillac Hotel, Detroit.

***Oct. 29-30**—Electronic devices meetings sponsored by **Professional Group on Electronic Devices, Institute of Radio Engineers,** Shoreham Hotel, Washington.

***Nov. 2-4**—Broadcaster Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

"Survey Proves PROSPECTS WANT MORE of WISN's Advertising Book Matches"

writes Mr. Arthur Barnes, promotion manager, WISN-TV-Radio, Milwaukee, Wis.

"When people like advertising, they *read and remember* it. That's why we know our direct mail book match advertising is packing real sales punch. In a recent, certified survey, 87% of the respondents who had received our book match mailings asked to be continued on the mailing list.

"Besides our direct mail program to agency time buyers and national advertisers, we use book matches as reminder advertising left by our salesmen on local calls. We use them also because they give our prospects something they like and value while putting our message across."

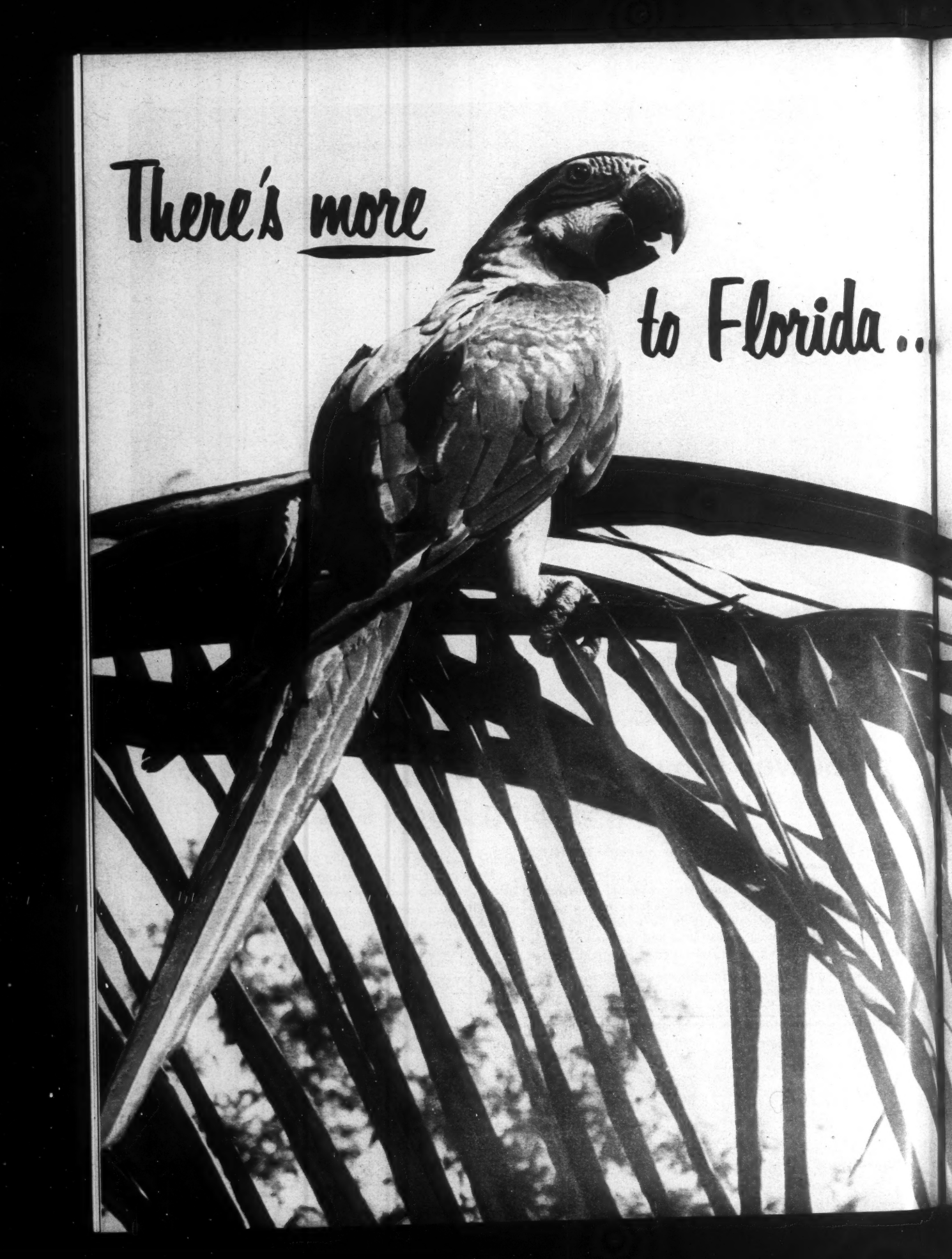
Book matches are invaluable for new product promotions, building company prestige, brand name and package recognition, salesmen's aids, reaching hard-to-see prospects. Book matches are a daily necessity for 3 out of 4 people . . . deliver your message at *extremely low cost-per-reader.*

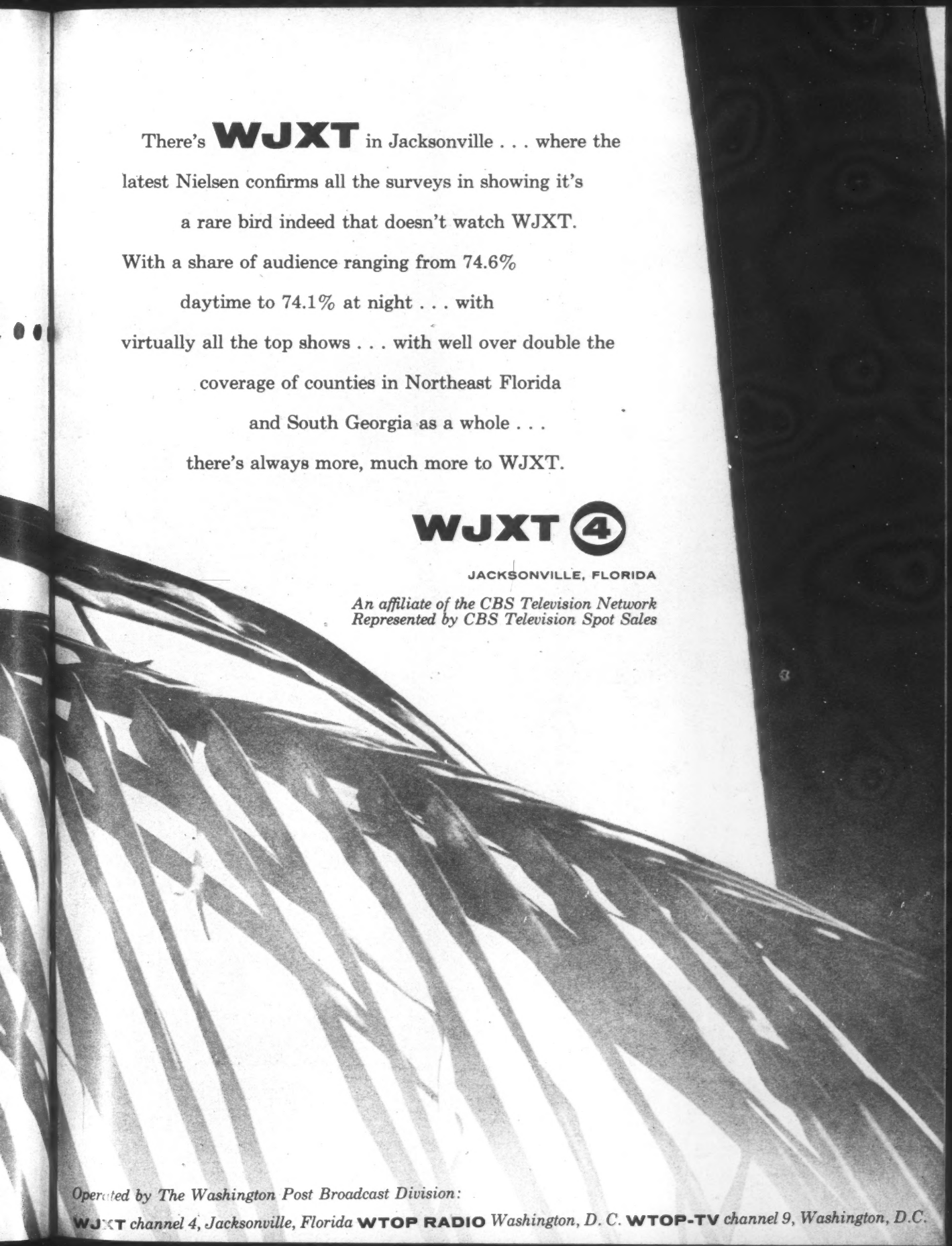
"Diamensionized" book match advertising gives your sales message new 3-dimensional power, new magnitude and new penetration. Diamond Counselors are professionally trained to design book match programs to meet your specific needs.

diamond

For a folder describing "Diamensionized" modern book match advertising, write on your business letterhead to

Book Match Advertising Dept.
DIAMOND MATCH Division of Diamond Gardner Corp.
125-M Paridon St., Springfield, Mass.


There's more
to Florida...



There's **WJXT** in Jacksonville . . . where the latest Nielsen confirms all the surveys in showing it's a rare bird indeed that doesn't watch WJXT. With a share of audience ranging from 74.6% daytime to 74.1% at night . . . with virtually all the top shows . . . with well over double the coverage of counties in Northeast Florida and South Georgia as a whole . . . there's always more, much more to WJXT.

WJXT 4

JACKSONVILLE, FLORIDA

An affiliate of the CBS Television Network
Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division:
WJXT *channel 4, Jacksonville, Florida* **WTOP RADIO** *Washington, D. C.* **WTOP-TV** *channel 9, Washington, D.C.*

in the NEW PITTSBURGH

Take TAE and See

hefty, hearty sales-builder in the growing Pittsburgh

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

VIDEOTAPE

BASIC ABC IN PITTSBURGH

REPRESENTED BY THE KATZ AGENCY

GATEWAY TO THE FUTURE

PITTSBURGH BICENTENNIAL 1758 1958

GROWING WITH PITTSBURGH'S RENAISSANCE

MONDAY MEMO

from **EARL TIMMONS,** *director, research and media, Stromberger, LaVene, McKenzie, Los Angeles*

Needed: more radio research

We buy a fair amount of spot radio at Stromberger, LaVene, McKenzie, probably spending as many dollars for this medium in Southern California as any of the agency offices in this market. About 12% of our billing in the last fiscal year went to radio (all spot), as compared to 24% for television, 37% for newspapers, 11% for magazines, 6% for business papers and 8% for outdoor.

The majority of this $600,000 or so of radio money was spent in the Southern California market, hence our obvious interest in local radio research and related problems.

But there could have been more dollars spent in this medium had there been more research available and had it been spotted where we needed it.

Need for More Research • We do not know as much about radio in Southern California as we should.

In a way it is no one's fault, since I attribute it largely to the recent history of radio and television. With the advent of commercial television, radio rapidly became a poor relation as regards research.

Then in the last few years, radio has "come back." As many point out, it never really went away; but it did drop to the bottom of the totem pole among the major media in research spending. It has not yet caught up. But the fault is really nobody's and the solution, as in most media research, lies in the cooperation of all concerned—broadcasters, advertisers and agencies.

What Is Needed • As to what is needed in local radio research, it is easily divided into two broad categories—quantitative and qualitative.

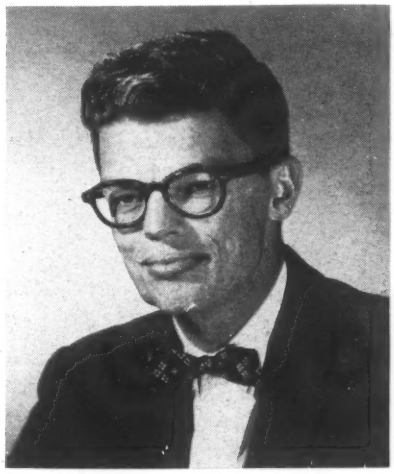
One major limitation of present-day radio research of both types was recently recognized by the National Assn. of Broadcasters, when its Radio Research Committee published a set of minimum standards to be followed by research firms in approving the promotional material developed from research studies. NAB stated that every radio survey report should be prefaced by a statement containing at least these minimums: (1) Dimensions of the audience surveyed; (2) area surveyed; (3) method of survey; (4) size and sample, and (5) survey dates.

These points are pretty obvious to us today, but many so-called research reports still overlook them.

Quantity and Quality • Another important quantitative limitation is in the nature of today's rating reports on radio. These famous volumes are, of necessity, the starting point for most spot buys. They have their shortcomings, but a buyer has no other source for the size of the audience to be reached. The buyer cannot be honest to the client if he does not consider how large the potential audience is. The quality of the station and the quality of its audience are vital, but they don't help much if no one happens to be listening to the client's commercial.

The usefulness of radio rating reports cannot match that of television rating reports today in a market like Los Angeles, because of the simple fact that we have seven or eight times as many radio stations in the market as we do television stations, with virtually the same total potential audience.

In order for the two report methods to be comparable, the sample size would have to be substantially greater for radio and the cost correspondingly higher. As you know, this is not the case. Their overall statistical accuracy is approximately comparable to that of television ratings. But by the time the sample is subdivided as fine as the user would like it, statistical accuracy has gone out the window.



Earl Timmons b. Hanford, Calif., Dec. 5, 1923. Schooled in Kansas and California. U.S. Army 1943-46, including 18 months in Europe. Graduated UCLA College of Business Administration June 1948. Has spent 11 years in marketing research, including three years with General Telephone Co. of California, three years with a private economic research organization and five years in advertising research (three years with Erwin, Wasey and last two years at Stromberger, LaVene, McKenzie). Lives in Hollywood with wife, Peggy, a tv art director at Erwin, Wasey, Ruthrauff & Ryan.

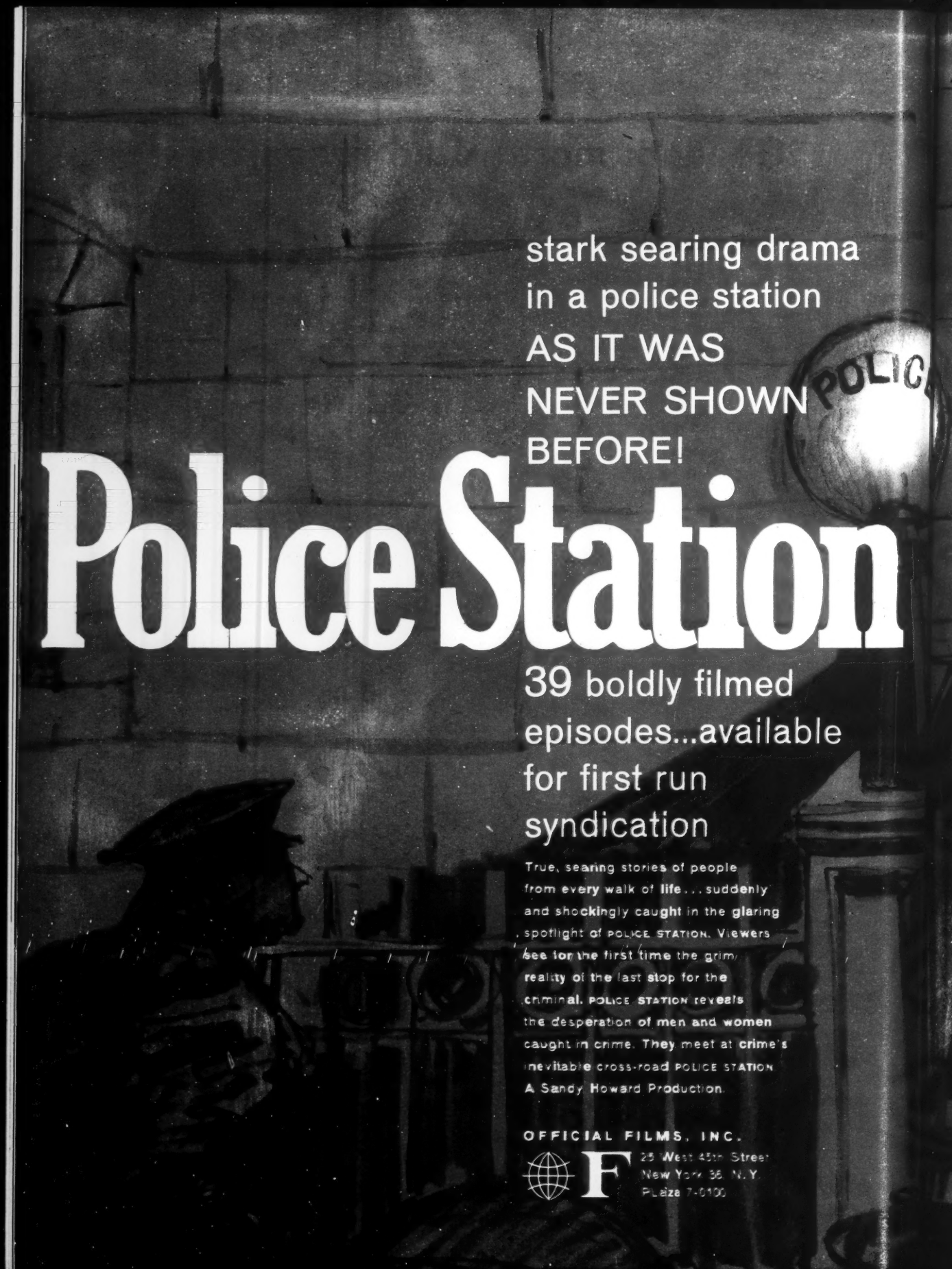
The buyer would like to know the audience size of all am and fm stations which he might consider buying in the Los Angeles area. He would like this by 15 minute intervals and by audience composition. Today's rating samples cannot be split this fine. The reports compromise by showing just the top 10 or 12 stations and by showing audience composition only for the top programs. Actually they stretch the sample pretty far even showing that much.

Sample Size Factor • As far as the rating services are concerned, they can give us any audience facts we want at little extra cost, once we have given them a big enough sample. Such a sample costs money. Advertisers and agencies will have to pay more for radio rating reports to get that kind of a sample. But since the stations provide the principal support of the rating services, if they want to help us with ratings they are probably going to have to pay more to the researchers for the extra effort.

Radio Most Important • We are convinced that radio is a most important medium in Southern California, perhaps more so here than anywhere else because of the high ratio of autos to population and of miles driven per auto.

In order to prove this to our clients we need to know more about audience characteristics. Cooperative studies of radio in Southern California, of radio in all markets I am sure, seem called for.

One last word in the qualitative area —the final decision must depend heavily upon judgment. To help the buyer, account executive, and the client to exercise the best informed judgment, stations should display their product. Nothing sells a good station better than demonstration of its programming and commercials and nothing kills one faster than misinformation spread around about its policies. If a broadcaster has something good to sell, he should show it off!


stark searing drama
in a police station
AS IT WAS
NEVER SHOWN
BEFORE!
Police Station
39 boldly filmed
episodes...available
for first run
syndication
True, searing stories of people from every walk of life... suddenly and shockingly caught in the glaring spotlight of POLICE STATION. Viewers see for the first time the grim reality of the last stop for the criminal. POLICE STATION reveals the desperation of men and women caught in crime. They meet at crime's inevitable cross-road POLICE STATION
A Sandy Howard Production.
OFFICIAL FILMS, INC.
25 West 45th Street
New York 36, N.Y.
PLaza 7-0100

PRECINCT
11
POLICE

OPEN MIKE

Sec. 315: repeal or repent

EDITOR:

Many, many thanks for pages 58, 59 and 62 in Vol. 56, No. 21 [an editorial, "Repeal Sec. 315 Now Or Repent Later," BROADCASTING, May 25].

Frank Stanton
President
CBS Inc., New York

EDITOR:

FREEDOM OF BROADCASTING FROM BUREAUCRATIC RED TAPE AND HAMSTRINGING REGULATION IS LONG OVERDUE. HERE IS THE SOUGHT-FOR OPPORTUNITY TO GET RELIEF FROM THE SOURCE WHENCE IT SHOULD COME—THE CONGRESS OF THE UNITED STATES. EVERY BROADCASTER SHOULD GO INTO ACTION WITH HIS SENATORS AND REPRESENTATIVES, ASKING REPEAL OF SEC. 315. ACTION NOW IS VITAL.

LESLIE C. JOHNSON
VICE PRES. & GEN. MGR.
WHBF-AM-TV ROCK ISLAND, ILL.

[EDITOR'S NOTE: For advance story on hearings by the Senate Interstate and Foreign Commerce Committee on bills to amend Sec. 315 of the Communications Act (political equal time provision) see page 35.]

Electronic timebuying

EDITOR:

Many thanks for the excellent story in this week's BROADCASTING covering our new nationwide tv audience surveys and our new automation program [LEAD STORY, May 25]. The reporting was most accurate, and many of the points were covered more clearly than we have been able to do in our presentations.

You may be interested in knowing that beginning early Monday morning we received numerous calls and inquiries . . . from all parts of the tv industry commenting and seeking further elaboration on the items in your story.

James W. Seiler, Director
American Research Bureau
Beltsville, Md.

Extensive coverage

EDITOR:

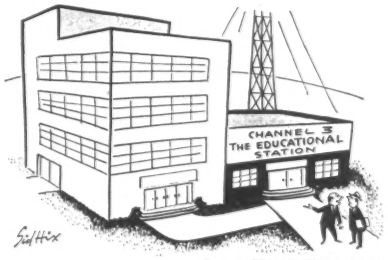
. . . On my return to my office this morning (May 19), I found about 10 letters from friends around the country who had read the article (MONDAY MEMO, page 25, May 11) and they have all been extremely complimentary. You might be interested in knowing that one of the letters even came from a magazine salesman, proving that your publication is far from limited to only those in broadcasting.

John C. Simmons
National Advertising Mgr.
Dr. Pepper Co., Dallas, Tex.

Keep 'em laughing

EDITOR:

If possible I would like to have the original of the Sid Hix cartoon for



Drawn for BROADCASTING by Sid Hix

May 18 to frame for display in our headquarters. Visiting etv station managers, I am sure, would enjoy this editorial cartoon.

Ralph Steetle
Executive Director
Joint Council on Educational Television
Washington, D.C.

[EDITOR'S NOTE: Cartoon is enroute. The gagline reads, "We had to build that addition for our fund-raising operations."]

TvB's role: to sell tv

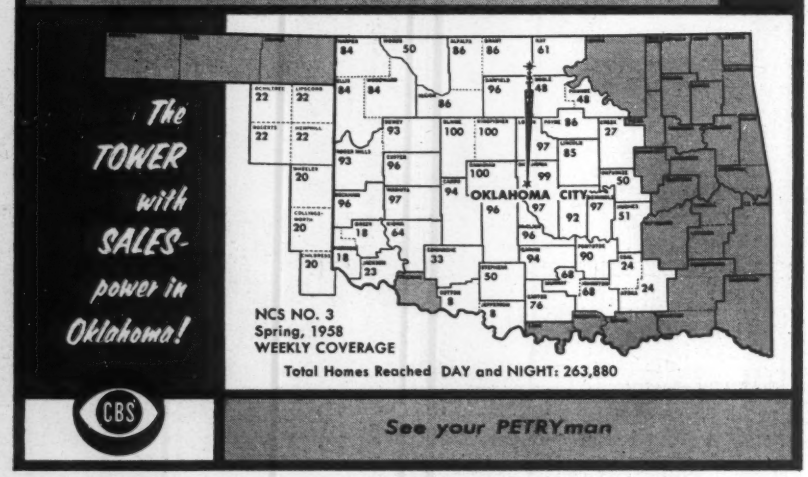
EDITOR:

Your suggestion that there be a federation of trade associations ("The big image" editorial, page 118, May 11) "to supersede these various disjointed activities" is one which is certain to evoke a great deal of thought. However, I think it is a good idea to first look at the functions of these associations before making judgments.

TvB, for one, has a single specific assignment to perform for television stations, networks and representatives and that is to sell the medium to advertisers. In this capacity (excuse my pride as a member of the board of directors and current chairman of TvB), it has performed beyond the industry's highest expectations. . . . TvB's record of development of new dollars, protection of existing ones and the arsenal of selling facts which will continue to keep television revenues at an all-time high, is outstanding. . . .

TvB was never created to serve as a mass good will organization for the

SELL
Oklahoma's Biggest
TV Market . . .
the KWTV Community . . .
from KWTV
OKLAHOMA CITY



The TOWER with SALES-power in Oklahoma!

NCS NO. 3
Spring, 1958
WEEKLY COVERAGE
Total Homes Reached DAY and NIGHT: 263,880

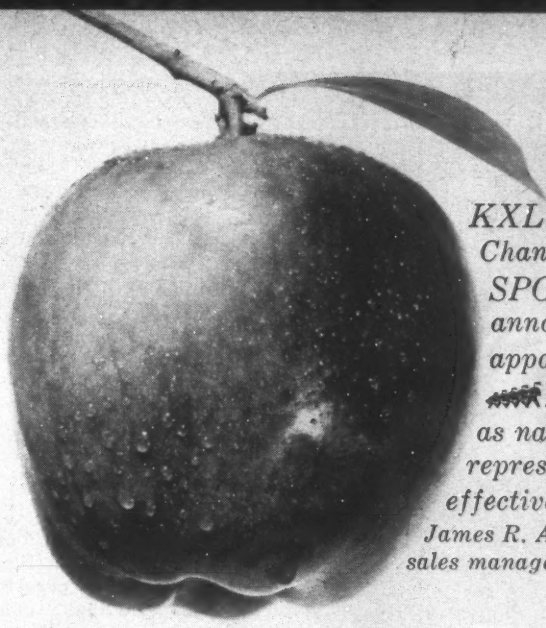
CBS

See your PETRYman

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.



KXLY-TV
Channel 4 CBS
SPOKANE, Washington
announces the
appointment of
H-R *TELEVISION, INC.*
as national sales
representatives
effective immediately
James R. Agostino
sales manager

the highest apple is the sweetest

Because **KXLY-TV** Spokane beams its signal from the highest tower in the northwest – atop 6,018-foot Mt. Spokane – it is the only *single medium* that covers the **entire** "Billion Dollar" INLAND EMPIRE of the Pacific Northwest! **KXLY-TV**'s 39-county coverage in four states parallels most Spokane distribution areas . . . rewards advertisers with the sweetest single buy in Washington State.

represented by **H-R** *Television, Inc.*
H-R also represents KXLY

Take another look at the Cadillac market

WWTV COVERS MORE TV HOMES THAN ARE IN ALL OF VERMONT!

NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

Even after you've covered the Detroit, Kalamazoo and Grand Rapids markets, *Michigan still offers you LOTS of TV opportunities!*

WWTV, Cadillac, reaches more television homes than there are in the state of Vermont*, and no other station even approaches WWTV's popularity—Pulse leader in 305 of 332 quarter hours surveyed (Nov. 5-12, 1958)—in the big Northern Lower Michigan market!

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

Vermont has 92,500 television homes. NCS No. 3 gives WWTV a nighttime weekly circulation of 106,130.

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

AM-TV-FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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* Occupation Required

general public and government agencies. In no way has TvB ever conflicted with NAB in matters before the public and the government. . . . To involve TvB in a federation wherein it might be forced to compromise its stated goals for the sake of expediency in other matters could prove fatal to its job of selling.

Roger W. Clipp
Vice President
Radio-Tv Division
Triangle Publications Inc.
Philadelphia

Musical ID's for tv

EDITOR:

You flattered all of the stations using our tv Channel Identification Plan in your article (page 82, May 11) when you said they would get 36 cuts the first year and 12 each following year. We're sure they are congratulating themselves for making a good deal since they actually get 48 cuts the first year and 32 in each following year. . . .

Kenneth M. Cooper
Modern Broadcast Sound Co.
Stratford, Conn.

Retailers and radio-tv

EDITOR:

Hurray for you in presenting "Stores Miss Radio-Tv Boat" [retailers cannot afford not to use radio-tv] page 35, Jan. 26 issue. I've knocked my brains out in three different markets getting this point across to retailers.

Bob Walton
Local Sales Mgr.
WRBL-TV Columbus, Ga.

Background helpful

EDITOR:

Once again I wish to compliment your magazine on the splendid article starting on page 76 . . . of your April 27 issue on the position that the community antenna television industry has taken on the matter of FCC licensing.

The manner in which you report a news item and then back it up with an historical summary of the background of the news item is very well presented. I notice you have been doing this more and more in your news coverage. I for one believe that this makes your magazine much more interesting to read and certainly of greater value to the reader in that it gives him the news of importance and at the same time gives him a complete background of the story. This way the reader can weigh the news in its true perspective.

M.J. Shapp
President
Jerrold Electronics Corp.
Philadelphia

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KMYR, Denver, Col.
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WQSN, Charleston, S.C.
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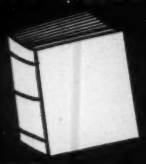
WORK, York, Pa.
WEST, Easton, Pa.
WRAW, Reading, Pa.
WKBO, Harrisburg, Pa.
KLOS, Albuquerque, N.M.
WGOV, Valdosta, Ga.
KBIS, Bakersfield, Calif.
WIBR, Baton Rouge, La.
KLOU, Lake Charles, La.
WJAR, Providence, R.I.

and many others

in law...



it's Blackstone

in medicine...

it's Gray's Anatomy

in navigation...

it's Bowditch

AND...

IN TV AND RADIO— EVERYBODY COUNTS ON BROADCASTING YEARBOOK!

It's a logical dependence. Just as those other venerable volumes are respected as fountainheads of information in their respective fields, so too is the BROADCASTING YEARBOOK recognized as an authority without peer in the business of television and radio!

Why? First of all, there's nothing else like it. Here is the most complete compendium of accurate facts available. It's handy as well as helpful.... Furthermore, you can't beat its established reputation for reliability. For 24 years now, these information-crammed source books have held a place of importance on the desks and bookshelves of every key person in TV-and-radio advertising. Few reference volumes get dog-eared and thumb-printed so fast by so many makers of decisions as a BROADCASTING YEARBOOK.

Now... right around the corner... is the publication date of the bigger-than-ever BROADCASTING YEARBOOK *for 1959—bigger because (1) it contains more, and (2) it covers both electronic media in a single edition.*

The 1959 edition scheduled for August publication will be snapped up by 16,000 busy people with the stakes of their livelihood in television or radio . . . or in both. And because they make BROADCASTING YEARBOOK a working partner, day after day, this remarkable volume becomes a powerful, long-lasting medium for your advertising. This year, the *NEW* combined format represents a greater value than ever.

Mark these dates, large and loud, on your calendar. *Deadline for advertising if proofs are desired: July 1. If no proofs, July 15.* Regular rates and mechanical specifications apply. Write, wire or phone your reservation before another day's sun has set. The *NEW* 1959 BROADCASTING YEARBOOK is too good a bet to miss!

READ WHAT IMPORTANT AGENCY EXECUTIVES SAY ABOUT THE BROADCASTING YEARBOOK

In an agency as deeply involved in the broadcast media as we are, the compilation of facts such as those contained in your new YEARBOOK is invaluable. Congratulations!

Ted Bergmann, President
Parkson Agency
New York, N. Y.

I always look forward to the BROADCASTING YEARBOOK. It is a contribution to the industry and contains so many valuable facts.

Arthur Pardoll, Media Group Director
Foote, Cone & Belding
New York

. . . I find the YEARBOOK a valuable reference and . . . will be referring to it constantly.

William King Jr., V.P.
Kenyon & Eckhardt
Los Angeles

. . . The 1958 YEARBOOK is very complete and is constantly within arm's reach of all our buyers and supervisors.

A. C. DePierro, V.P. Director of Media
Lennen & Newell
New York

. . . Find it very helpful.

Kai Jorgensen
Hixson & Jorgensen
Los Angeles

. . . I will put it to good use throughout the forthcoming year.

T. J. McDermott, V.P.
N. W. Ayer & Son
New York

. . . I find the YEARBOOK very helpful . . .

Frank Moriarity
Dancer-Fitzgerald-Sample
New York

. . . YEARBOOK will be very useful during the coming year just as I have always found BROADCASTING informative and helpful to my business.

Nicholas E. Keesely, Senior V.P., Radio-Tv
Lennen & Newell
New York

. . . You are to be congratulated on this major contribution to the television and radio mediums. The market data, coverage and penetration statistics, the station personnel listings—all this is excellent and will have frequent use in our media activities.

Charles Pumpian, Vice President-Media
Henri, Hurst & McDonald
Chicago

. . . I will be putting the 1958 YEARBOOK to much use.

Rollo Hunter, V.P. & Director, Radio-Tv
Erwin Wasey, Ruthrauff & Ryan
New York

. . . The 1958 YEARBOOK is a very useful volume.

Harry Parnas, Media Director
Doyle Dane Bernbach
New York

I think the publication fills a very important need in the industry.

Hendrik Booraem Jr., V. P.
Ogilvy, Benson & Mather
New York

. . . It's supposed to be easy to criticize anything, but frankly I find it difficult in this case [1958 YEARBOOK]. You have done a monumental job and I certainly congratulate you and your associates.

Peter M. Bardach
Foote, Cone & Belding
New York

We found many interesting facts contained within its pages. Send us an additional copy.

Liz Vosberg, Manager
Paul Locke Adv.
Philadelphia

. . . YEARBOOK will be frequently used.

Marie Coleman
Donahue & Coe
New York

. . . I leafed through the YEARBOOK from cover to cover. It's a storehouse of real information. Congratulations on making it better every year.

Harry W. Witt, Vice President
Reach, McClinton & Co.
Los Angeles

THE NEW, TWO-IN-ONE BROADCASTING YEARBOOK OFFERS FEATURES LIKE THESE:

- **Latest working information about *both* television and radio.
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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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YOUR AD HERE

Card size is 4¼" x 5½"

Actual Card Size 4¼ x 5½ inches

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1	24	32	60	72
2	16	2909	55	65
4	21	42	50	63
10	23	40	49	74

BINGO TIME-U.S.A.—Box 906, DENVER 2, COLO.—Plant OMAHA, NEBR.

This card is printed on seven colors of paper stock, 3000 unduplicated cards to a series. Each week's order is either printed on a different color paper stock, or the ad message is printed in a different ink color. This gives you weekly card color distribution control.

Game name can be any name that you want printed on ribbon. Call letters may be printed in center square.

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® T M Reg. No 651996

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BROADCASTING

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING • TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone: Metropolitan 8-1022.

EDITOR AND PUBLISHER.....Sol Taishoff
MANAGING EDITOR.....Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams, Lawrence Christopher.
SPECIAL PROJECTS EDITOR..David Glickman
ASSOCIATE EDITOR.....Harold Hopkins
ASSISTANT EDITORS: Dawson Nail, Jacqueline Eagle; STAFF WRITERS: George Darlington, Lee Edwards, Myron Scholnick, Jim Thomas; EDITORIAL ASSISTANTS: Malcolm Oettinger, Rita Cournoyer, Patricia Funk; SECRETARY TO THE PUBLISHER: Gladys L. Hall.

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BUREAUS

New York: 444 Madison Ave., Zone 22, Plaza 5-8355.

Editorial

SENIOR EDITOR.....Rufus Crater
BUREAU NEWS MANAGER....Donald V. West
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Business

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Chicago: 360 N. Michigan Ave., Zone 1, Central 6-4115.

MIDWEST NEWS EDITOR.....John Osbon
MIDWEST SALES MGR...Warren W. Middleton
ASSISTANT.....Barbara Kolar

Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR.....Bruce Robertson
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Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office

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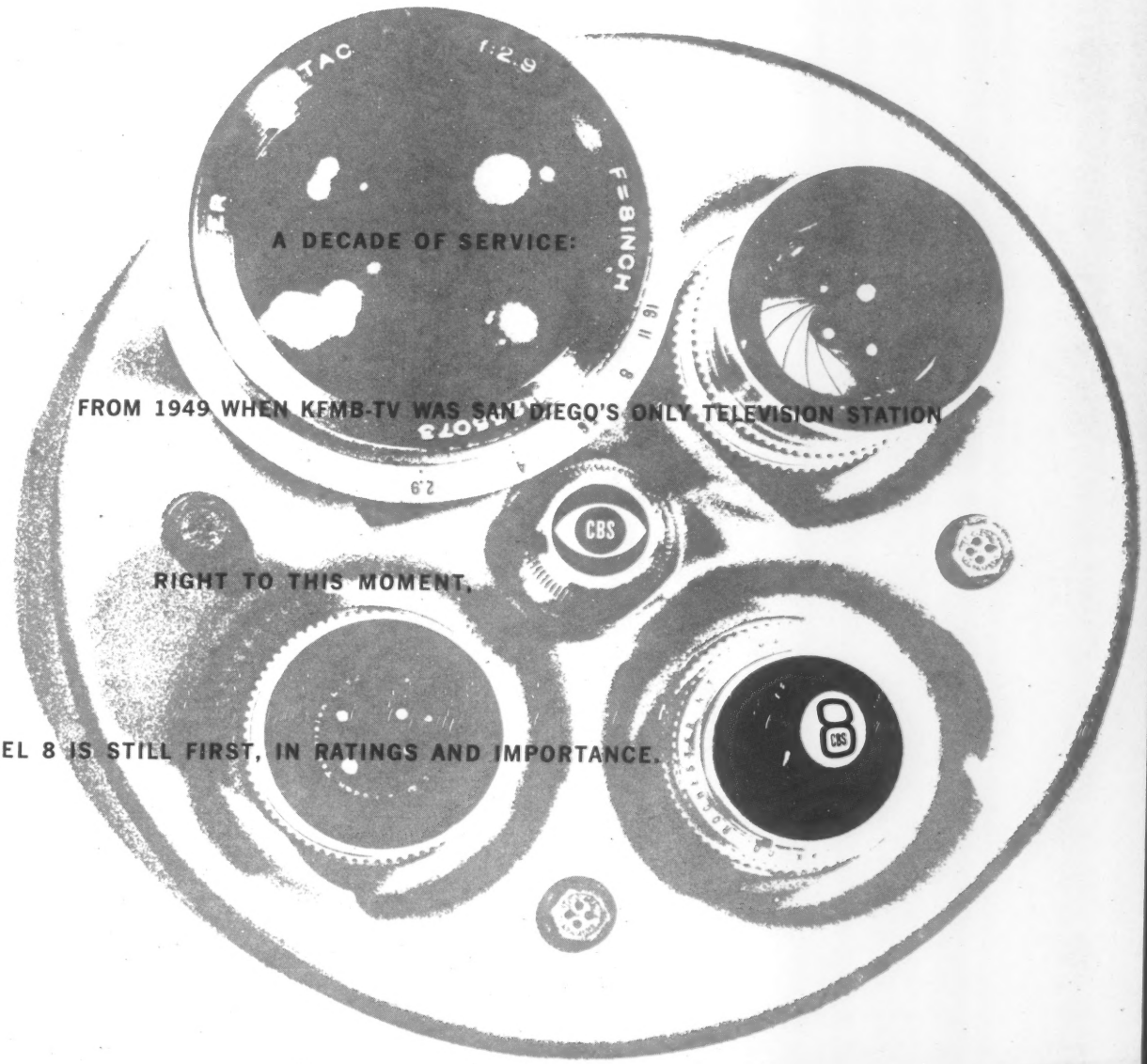
TENTH ANNIVERSARY

KFMB-TV SAN DIEGO



A DECADE OF SERVICE:

FROM 1949 WHEN KFMB-TV WAS SAN DIEGO'S ONLY TELEVISION STATION

RIGHT TO THIS MOMENT,

CHANNEL 8 IS STILL FIRST, IN RATINGS AND IMPORTANCE.

SALES
RINGDINGER!
MISS FRANCES

ALREADY SNAPPED UP IN

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CHICAGO
DETROIT
PITTSBURGH
MINNEAPOLIS
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TULSA
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SAGINAW–BAY CITY
...AND MANY MORE

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A DIVISION OF
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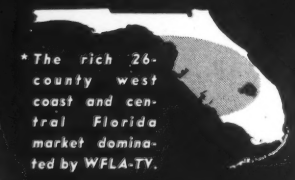
WE'RE SELLING MORE IN THE LAND* OF Profitunity



*The rich 26-county west coast and central Florida market dominated by WFLA-TV.

Get your share of sales in the Land of Profitunity! In the big eight years, 1950-1958, Retail Sales zoomed a startling 131% in this rich 26-county industrial-agricultural market where 36% of Florida's people live and where nearly 37% of Florida's total retail sales are made!

Cash in on this profit opportunity. Spot your product on WFLA-TV—*sales powerhouse in the Land of Profitunity!*

Write us *today* for more facts!

Figures from Sales Management 1959 Survey of Buying Power.

wfla-tv CHANNEL **8** NBC

TAMPA - ST PETERSBURG

NATIONAL REPRESENTATIVES, BLAIR-TV

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

June 1, 1959
Vol. 56 No. 22

SEC. 315: BEGINNING OF THE END?

FCC's Doerfer, repeal advocate, to open Senate hearing; Stanton, Fellows, Swezey, Smith urge death for old law

The spreading move for relief from the political broadcast law will go to hearing next week before a Senate Commerce subcommittee.

New support for repeal of Sec. 315 of the Communications Act, with its throttling effect on broadcasts of political campaigns, was developing last week. Outright repeal had been urged by BROADCASTING (May 25) in an editorial titled "Repeal Sec. 315 Now or Repent Later."

While the sentiment for repeal isn't unanimous, at the very least those who stated positions last week called for modification of Sec. 315.

Networks, NAB, federal agencies and broadcast stations are slated to appear at the subcommittee hearings, scheduled to start June 12.

Sen. John A. Pastore (D-R.I.), chairman of the Communications Subcommittee which will hear the Sec. 315 argument, said four bills to amend Sec. 315 will come before the sessions. At least three days of hearings are scheduled.

Top industry figures will present the position of broadcasters, divided between demand for outright repeal and/or clarification of the equal-time clause. Dr. Frank Stanton, CBS Inc. president, will represent that network. President Harold E. Fellows, of NAB, will appear for the association. In a letter endorsing the BROADCASTING editorial, Mr. Fellows came out for complete elimination of Sec. 315.

Witness Lineup Incomplete • Other industry witnesses had not been announced at the weekend. AB-PT's president, Leonard H. Goldenson, recently went on record for ABC network on behalf of clarified language in the equal-time clause. Malcolm E. Smith Jr., MBS board chairman, called for repeal in a statement to BROADCASTING. MBS wants a law that will recognize broadcasting's maturity and ability to cover campaigns fairly. The MBS witness has not been designated but there's a good chance Robert F. Hurleigh, vice chairman, will appear.

FCC Chairman John C. Doerfer will testify for the FCC.

Chairman Doerfer, who will be the first witness, said his appearance at the hearing as Commission head would be based on a formal statement approved by the agency. However if he is questioned on his personal views he probably will take a stand for repeal of Sec. 315 in accordance with his comments at the NAB convention last March (BROADCASTING, March 23).

In Chicago, Chairman Doerfer said for the first time that he favored repeal of the section and substitution of "a rule of reason." Should abuses develop after repeal, he said, then safeguards could be written into a new law.

The chairman said also that he felt distinctions should be drawn to keep the equal-time requirements from applying to other legitimate news coverage even if political candidates are involved. He proposed a test of this type: Did the candidate (or his party, backers, etc.) initiate the coverage, or was he included because, in the station's news judgment, he was newsworthy apart from political considerations? If the latter, the equal-time provision should not apply.

FCC Decision Imminent • A decision by FCC on appeals for reconsideration of its Lar Daly decision is due soon, possibly this week.

Chairman Pastore announced hearings would start at 10 a.m. in Room 5110 of the new Senate Office Bldg. The four bills to come before the June 12 opening session are S 1585 by Sen. Gordon Allot (R-Colo.); S 1604 by Sen. Strom Thurmond (D-S.C.); S 1858 by Sen. Vance Hartke (D-Ind.), and S 1929 by Sen. Spessard L. Holland (D-Fla.).

All four bills were introduced after the FCC interpreted Sec. 315 to require granting of equal time to Lar Daly, splinter candidate in a Chicago election, after ceremonial appearances by Mayor Richard J. Daley (BROADCASTING, Feb. 23).

Following the opening testimony of

FRANK STANTON
CBS President

HAROLD FELLOWS
NAB President

JOHN DOERFER
FCC Chairman

ROBERT SWEZEY
Access Leader

MALCOLM SMITH
MBS Chairman

All these leaders want repeal of the political broadcasting law

Chairman Doerfer, the Dept. of Justice will be heard. Dr. Stanton also is early on the list.

The Allot, Thurmond and Holland bills would exempt broadcasters from the provisions of Sec. 315. In addition, the Hartke bill would clarify the libel responsibility of broadcasters for candidates' remarks and define qualified candidates.

NAB notified the committee May 27 that President Fellows would appear on behalf of the association. It was not known if member broadcasters would testify for the industry under association auspices.

Swezey Possible Witness • The NAB Freedom of Information Committee will meet June 11 at the Mayflower Hotel, Washington, one day before the Senate committee starts its hearings. It was suggested the NAB committee chairman, Robert D. Swezey, WDSU-AM-TV New Orleans, might appear on behalf of his NAB group but this decision awaits the June 11 meeting.

Chairman Swezey last week "heartily endorsed" the BROADCASTING position for repeal of Sec. 315. He said:

"The climate is right for a clean sweep. I fear bills proposing modification of this section in various particulars may raise new interpretive questions," Mr. Swezey said. "Anything short of repeal is temporization with a problem that has caused untold hardship, inconvenience and confusion for both government and industry."

NAB Statement • Mr. Fellows' statement calling for "complete repeal" of Sec. 315 follows:

"The BROADCASTING editorial of May 25 presents the problems of the industry, relative to Sec. 315 and the upcoming Senate hearings, in realistic terms.

"As pointed out in the editorial, NAB, in 1952, concluded that the only real solution to the political broadcasting dilemma was the complete repeal of Sec. 315. We reached this conclusion after considering all of the possible alternatives which had been proposed. Each was subject to serious defects, and none, we believe, would serve the interests of the public, the candidates, and the broadcasters, as well as the complete elimination of Section 315.

"We recognize that this solution will place upon the broadcaster the necessity of making fair and honest judgments during campaigns. However, the broadcaster has been performing this function in a fair and reasonable manner when treating with issues controversial in nature, and for that matter, when scheduling appearances of those who might be speaking in behalf of a particular candidate.

"We are confident that if Sec. 315 were repealed, the broadcasting industry would continue to provide fair and objective coverage of political campaigns."

CBS Backs Hartke Proposal • Dr. Stanton told BROADCASTING that while the network wants repeal of Sec. 315, it approves the discretional relief in the Hartke bill. He said:

"CBS strongly supports the Hartke bill. It represents a significant advance in freeing a broadcaster from restrictions which have resulted in impairing radio and television's participating in, and informing the electorate first hand during campaigns.

"Concededly, CBS believes that the ideal solution would be to repeal Sec. 315 altogether and to rely on the general standards of fairness and balance. These are the standards which govern the broadcaster in all other areas of controversy, and it is submitted that there is a 30-year track record which establishes reliability and responsibility wholly outside Sec. 315.

"But CBS believes in taking first steps first. With the 1960 Presidential campaign only a year away, CBS believes it urgent, first, that the Lar Daly decision be reversed; second, that there be greater discretion to exclude fringe candidates in Presidential campaigns and, third, that the opportunity for genuine two-way discussion and debate among all important candidates be expanded and encouraged.

"The Hartke bill accomplishes each of these vital objectives."

NBC endorsed the Sec. 315 editorial, issuing this statement: "BROADCASTING is to be congratulated on an excellent and timely analysis of the problems that have been spawned by Sec. 315 and which have plagued the industry for years. NBC is studying the several leg-

PARTY LINE VOTE
Oversight committee furor over Sec. 315

Sec. 315 of the Communications Act has caused the first public rift of 1959 in the controversial Legislative Oversight Subcommittee. The subcommittee's chagrined ranking minority member last week accused the investigative body of "unwarranted interference" with the FCC.

Rep. John Bennett (R-Mich.) became incensed when a subcommittee majority last Monday (May 25) voted, along party lines, to inquire of the Justice Dept. and the FCC on what basis Justice had a right to intervene in the Lar Daly-Chicago case (BROADCASTING, May 11). In a letter to Attorney General William Rogers, over the signature of Chairman Oren Harris (D-Ark.), the subcommittee stated it "would appreciate learning from you the statutory or other basis upon which you undertake to have the Commission reverse its application of the statute and exercise its powers thereunder in accordance with the views expressed in your memorandum."

Justice had urged the FCC to reconsider its decision that Mr. Daly, a candidate for mayor on both parties' tickets, was entitled to equal time on Chicago's tv stations because the incumbent mayor had appeared in regular newscasts. Justice also sought FCC authority to file an *amicus curiae* brief in the case.

The subcommittee, in addition, asked of the FCC the role of the Attorney General under the Communications Act or "any rule promulgated by the Commission thereunder in connection with the administration of Sec. 315 . . ."

"This action is not only an interference on the part of the committee with the adjudicatory processes of an independent regulatory agency," Rep. Bennett charged, "but it also amounts to unwarranted pressure on the part of the committee upon an independent agency during the agency's deliberations and prior to its decision. One of the basic purposes of the Legislative Oversight Committee is to uncover and prevent the exertion of this kind of pressure upon independent agencies on the part of others. To be guilty of the same conduct it was designed to prevent places [its] future work and usefulness . . . in great jeopardy."

Democratic members of the subcommittee were quick to deny Rep. Bennett's charges. "Purely and simply ridiculous," stated Rep. Peter Mack Jr. (D-Ill.). "All we are trying to do is find out if the Executive Branch of the government is trying to influence the FCC," he said. President Eisenhower had termed the decision "ridiculous" and told the Justice Dept. to consider whether any remedial legislation is needed (BROADCASTING, March 23).

Rep. John Moss (D-Calif.) moved that the inquiries be sent to Justice and FCC, with all five Democratic members voting for the proposal. Three Republican members voted against sending the letters and the fourth minority member (Rep. Stephen Derounian of New York) was not present.

WHO-TV IS "TOP BANANA"!

WHO-TV is on top of the bunch in Central Iowa television, and the formula's as easy as pie—banana pie!

WHO-TV simply gives this booming $2 billion market *the very best there is in television.*

And WHO-TV *nourishes* its giant audience, with a terrific library of top film packages. Three top rated daily shows (Mon.-Fri.) are exceptional, low cost "buys" for your announcements. Cumulative ARB ratings are:

FAMILY THEATRE (Noon-2 p.m.)—42.0%
EARLY SHOW (4:30-6:05 p.m.)—47.9%
LATE SHOW (10:30 p.m.-sign-off)—31.7%

Ask PGW for ALL the reasons why WHO-TV is "top banana" in Central Iowa!

ARB SURVEY
METROPOLITAN DES MOINES AREA
(Jan. 12-Feb. 8, 1959)

FIRST PLACE QUARTER HOURS				
	Number Reported		Percentage of Total	
	1-Week	4-Week	1-Week	4-Week
WHO-TV	**245**	**264**	**52.5%**	**56.6%**
Station K	174	161	37.3%	34.5%
Station W	43	35	9.2%	7.5%
Ties	4	6	1.0%	1.4%

WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines **WOC-TV**, Davenport

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager
Peters, Griffin, Woodward, Inc., *National Representatives*

NBC Affiliate

CONTINUED **Broadcasters muster for fight against Sec. 315** . . . . . .

islative proposals that have been made to remedy the situation and will present its views to the congressional committee concerned."

Mutual Takes Stand • MBS Chairman Smith said there is "no doubt that the original Communications Act, designed to circumvent abuses of air privileges, is now archaic." The controversial Lar Daly decision on Sec. 315 has definitely proved that, he said, adding:

"There are many acts in the congressional hoppers now designed to change this pattern. Some, such as Sen. Vance Hartke's 'Fair Political Broadcasting Act of 1959' (S 1858), stress changes merely in political usage of air facilities. Others go farther to permit more provocative and editorial use of air-waves.

"I feel, however, that one thing must be kept uppermost in mind by Congress—that 40 years of consistently good practice, good judgment, responsible self-policing, common sense, extreme fairness and community consciousness of broadcasters should be recognized by the lawmakers. Licensees have proved their abilities and rights despite hecklings, harassments and provocative criticisms from competitive media. They have shown themselves to be responsible users of publicly franchised facilities, as responsible as all others who have used public properties for the betterment and advancement of our country and its peoples.

"Congress should consider broadcasters like any others in the broad communications field—men fully qualified and sufficiently responsible to operate with a minimum of government supervision. This is a philosophy and tenet that BROADCASTING magazine has itself emphasized through the years.

It is not sufficient merely to provide stop-gap remedies to prevent repetitions of Lar Daly decisions. The ultimate, it seems to me, is complete recognition of broadcasting as an of-age medium, operated by men with wisdom, foresight and keen awareness of their responsibilities to the people in their listening areas and the nation as a whole.

"This means, too, breaking down of various Jericho Walls that still stand in broadcasters' ways towards providing the ultimate in service to listeners—services that listeners want, and need, today. I have great faith in the upcoming hearings. I think from these will come the stepping stones we are seeking. But broadcasters should not be satisfied until full recognition of their medium is demonstrated by our federal government."

ABC Qualifies Support • ABC Network's position advocating partial clarification of the equal-time section was stated in a recent letter answering a request by Sen. Hartke for network opinion. President Goldenson expressed the network's views as follows:

"ABC would welcome a clarification of the act to provide that news coverage of a legally qualified candidate on a newscast shall not be deemed to be a 'use' of a broadcasting station within the meaning of the act. Also, ABC would welcome a clarification of the act absolving the broadcaster of liability for any defamatory statement made by a legally qualified candidate unless the broadcaster participated in preparation of such material.

"However, with respect to the proposed amendments concerning candidates for the office of President or Vice President of the United States, the problem of definition is indeed, as you recognized in your own letter, an extremely complex one. While the present provisions of Sec. 315 can in certain instances create troublesome questions for us as well as others, nevertheless there are many diverse and conflicting interests which must be protected and carefully considered in connection with any change, lest we substitute for the present requirements of Sec. 315 other provisions which would prove unworkable or even more difficult to administer.

"It is not readily apparent to us at this time how best to preserve the legitimate rights of all parties involved and our concern is that the time required for the deliberations necessary

BROADCAST ADVERTISING

FORD $25 MILLION HAND REVEALED

CBS-TV loses Robinson to program project benefiting NBC-TV

The Ford Motor Co.'s projected network tv splash next season made its first deep impression on the tv industry last week. It will involve an estimated $25 million-plus in time and talent.

Ironically, the most impressed was CBS-TV, which is not expected to share in the $25 million investment.

Ford's drive to wrap up its fall programming involves, among other features, one of the most ambitious network tv undertakings yet conceived—a tv special each week for 39 weeks (on NBC-TV).

CBS-TV officials reacted with shock to the formal resignation tendered last week by Hubbell Robinson, the network's executive vice president in charge of programming (see WEEK's HEADLINERS, page 10). Mr. Robinson departs the network perhaps as early as the end of this week to head his own tv production company, Hubbell Robinson Jr. Assoc., Hollywood.

The assignment: production service for the Ford Motor tv specials with Mr. Robinson as executive producer on the series and Music Corp. of America acting as his agent. (MCA Tv will sell product that Mr. Robinson's firm creates, produces and packages.)

Second Major Change • His resignation, which was the second major change at CBS-TV in two weeks (the first was appointment of James T. Aubrey Jr., CBS-TV's vice president for creative services, to executive vice president with general supervision of all the network's departments) was announced to CBS-TV affiliates by closed circuit Tuesday (May 26).

The CBS-TV executives at the telecast were Mr. Robinson, Mr. Aubrey and CBS-TV President Louis G. Cowan.

Mr. Robinson assured the stations that "the organization on the program side is in good hands," noting that William Dozier in Hollywood (vice president for network programs) and Harry G. Ommerle in New York (vice president in charge of network programs) "will continue to oversee the entire programming operation."

He added. "I'll still be producing for CBS and Lou Cowan may be my first customer."

Implications were that for the immediate present CBS would not fill Mr. Robinson's post, other CBS-TV programming executives absorbing his duties.

. . . . . They have powerful support, but also powerful opposition

for a general rewriting of the equal time requirements may well result in delay in achieving the immediate implementation of the statute to meet the critical need of excluding news coverage from its purview.

"ABC would, of course, be glad to appear and testify before your committee when and if hearings are scheduled."

American Civil Liberties Union has noted the problems created by Sec. 315 though it originally endorsed its language because of a desire to see a fair break on the air for all candidates. Executive Director Patrick Murphy Malin explained ACLU's stand:

"The ACLU has supported Sec. 315 because, on balance, it seems generally to have resulted in fair treatment of candidates during election periods, particularly by giving minority party candidates the opportunity to express their views. As radio-tv stations are licensed to serve the public interest, we believe their facilities should be used to bring the fullest discussion to the electorate.

"However, we recognize that the section's requirement of 'equal time' has created difficult situations which, in some instances, have reduced opportunities for debate among major candidates. The ACLU, therefore, always is eager to review plans suggested to assure fair and balanced discussion among all candidates. The current questions raised about Sec. 315 are now being studied by our radio-tv committee and we hope to make known our views soon.

"One other aspect of Sec. 315 needs to be mentioned. This is our belief that radio-tv stations are immune from libel action if they broadcast defamatory statements by a political candidate who demands 'equal time'. This position was presented in a brief filed with the Supreme Court in the Farmers Union-WDAY case, in which we stated that the law's purpose to promote the widest political discussion would be defeated if station managers become the final arbiters of what might be defamatory matter. Behind this position, naturally, is recognition of Sec. 315's prohibition against censoring a candidate's material."

ACLU is expected to submit a statement at the Senate hearing.

Opposition in House • While Sen. Hartke was optimistic over chances his bill will be enacted, members of the House weren't so certain. Rep. Jack Flynt Jr. (D-Ga.) said that Sec. 315, "if fairly enforced, is both workable and fair." He said candidates must be assured of protection.

Rep. Peter F. Mack Jr. (D-Ill.) said, "I am certainly not insisting that every 'i' be dotted and every 't' crossed in enforcing the present bill but Congress must proceed with caution. It would be rather dangerous to isolate a particular instance and exempt equal time, as in the case of news coverage and panel shows."

Several representatives feared broadcasters would not always be completely impartial in presenting panel shows and covering campaign news. Reps. Flynt and Mack were members of the House Committee that gave a pocket veto to 1956 amendments to Sec. 315 following hearings. At those hearings, however, there was not the broadcaster preparation that is promised for the Senate hearings next week.

Sen. Andrew F. Schoeppel (R-Kan.), in a May 23 address to Kansas Assn. of Radio Broadcasters, meeting in Wichita, said he disagreed with the equal-time law but added "some licensees would welcome the opportunity to be selective on their own part."

A new legal guidepost with a reasonable approach is needed for practical operation of broadcasting, he suggested, paying tribute to broadcasting "as a catalyst between people and events." Leaving politics for a moment, he credited the industry with selling vast amounts of goods to make America the industrial marvel of the world. "The broadcasting industry is . . . vital in today's world," he added.

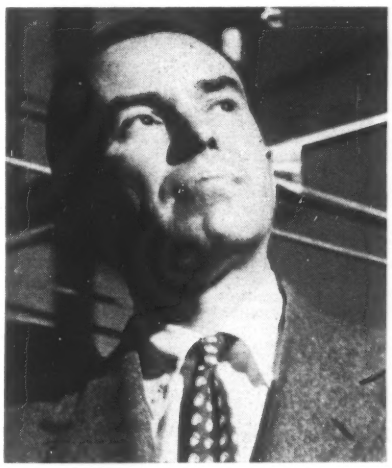
Broadcasters have the right to editorialize, Sen. Schoeppel said, but noted that in the public interest this editorializing requires a high degree of fairness.

Mr. Robinson's departure comes at a point where the network's fall programming appears set, thus presaging no sudden upheavals in that area.

Ford's network tv showcase will consist of both one-hour and 90-minute specials, including variety, musical and dramatic formats, live, tape and on film. A good measure of the production will be in Hollywood but there are plans for at least one and possibly two shows to be produced in England.

Ford Thinking • Theory behind the concept, as worked out by Mr. Robinson, Dan Seymour, vice president and radio-tv chieftain at J. Walter Thompson, and packager MCA, is that the specials at first will create excitement and be of such quality and interest as to draw viewers back to the same time slot (Tuesday, 9:30-10:30 p.m.) for 39 weeks.

Some time ago, Mr. Robinson and Mr. Seymour had mapped a similar fall series that Ford would have sponsored on CBS-TV. But that network after study reportedly did not accept the Ford proposal on its 39-week only basis. Ford's contract with NBC-TV apparently calls for the 39 weeks firm and an option for another 39 in the 1960-61 season. The network thus will have to program and sell the 13 weeks in between.



PROGRAMMER ROBINSON

Heading Ford tv production line

In the Ford budgeting it is estimated the advertiser next fall will invest 40% more in network tv than it did this past season. In addition to its highly-budgeted Ford specials—there were reports placing the cost at $12 million, including time and talent—the auto manufacturer will continue to sponsor the weekly half-hour *Ford Show* (Tennessee Ernie Ford) on NBC-TV, and an alternate weekly hour of *Wagon Train* on NBC-TV.

Off-the-cuff estimates place the production budget of the specials alone at some $8 millions, which would place the effort as one of the most costly in network tv.

Progress Rate • Of the projected 39 specials, it was learned that some two dozen have been "shaped up" (that is, stars signed, properties purchased or programs otherwise conceived).

In the Robinson arrangement, the production company will not be limited

A Wide-Open "WASHINGTON LETTER" . . .

To America's 5,697 Important Radio Advertisers

—and to the Washington Area's Most Important *Million* Citizens: Our Federal Government's Employees, Their Families and Friends.

FOREWORD: *This is the first personal message I have ever addressed to—and in behalf of—the tremendously important Washington area consumer market . . . in many ways the most important of its kind in America today. Seldom, if indeed ever, in this country's brilliant advertising and marketing history, has a radio station been planned so completely to surround, saturate and sell a market so rich in potential, as the 250,000 Government Employees whose listening ear this station now specifically serves. Those who fail to read the following statement will miss a business message of inestimable value.*

President, and Chairman of the Board, Radio Station WGAY.

(Now with studios in Maryland, Virginia and the District of Columbia)

* * *

With the publication of this announcement, there comes to you the first news of an entirely new technique in shaping an advertising medium to *exactly, specifically fit* a rich, and vitally important consumer market.

It is (so far as is known) the first *successful* attempt to apply to the great field of radio broadcasting the *only* basic principle ever found successful in designing a *primary* consumer advertising medium of any kind.

Nowhere else in America (so far as is known) is there a radio broadcasting station beamed so *directly and exclusively* at—and for—a large prosperous group of free-spending consumers and their families and friends, as the Washington area's *new* Radio Station WGAY.

With a specialized broadcasting service that includes news of, and for, the Federal Government and its dedicated Washington area workers, WGAY announces the final triumph of years of careful planning.

Planning which now makes this station—alone of all advertising facilities available to those who wish to advertise in this rich, important consumer market—the finest and most profitable *selling* medium available.

* * *

In order to fully bring out the importance of this new broadcasting achievement, consider these typical examples:

—A retailer, plant owner, lawyer, accountant, doctor or businessman in any line, has one or more magazines or trade journals edited and published exactly for him.

—A housewife, fashion designer, or career girl has many magazines, radio programs, TV programs and the like that appeal exactly to her own special interests.

—An average man or woman in office, factory, or construction work has newspapers, magazines, and programs of wide general interest to keep them informed on their own work and affairs.

But nowhere in the entire Washington market area has there been a radio station or broadcasting facility which is designed specifically and exactly to select, reach, interest and sell the U.S. Government Employee, and his or her circle of family and friends.

Our 250,000 Federal Government workers number a full quarter-million of $6000-and-over incomes—who with their families and friends comprise a "market within a market" of close to *one million consumers.*

Yet up to now, the only way to reach this huge prosperous "market within a market," was through advertising media edited and published—not for this specific group—but for the general public at large.

No wonder that advertisers wishing to reach and sell the Government Employee, have found that it has been—up to now—one of the most expensive *per capita* advertising projects on the American business scene. *And this is particularly vital, when you realize that in reaching and selling the Government Employee, regardless of his or her level or status, you reach and sell a "sphere of influence" that places all consumers in the whole great Washington area market right in your lap.*

* * *

No city on earth, no matter where, is quite like Washington, D. C.

Advertisers and marketers who judge it by other markets, or try to sell in Washington by generally accepted marketing procedures, sometimes miss this fact.

It is the Government Employee, at all levels, who makes this so. Washington is a City of Government and of the men and women who make good government in this country possible.

To many marketing experts, it has long been a source of wonderment that so little broadcasting time on the air, and so little space in so many publications, has been devoted *specifically and exclusively* to the people and the governmental agencies that are personally and officially responsible for the movement and activities of governmental affairs.

It has been a source of wonderment to me. (Especially during the ten years I spent as a Government employee.)

It has been a *challenge* to me, to find a way of providing constant, scheduled, tailormade broadcasting news and comment *of and for* this "market within a market," within the Washington area: *The all-important people who help run the United States Government.*

Recently, with the purchase of Station WGAY, this challenge became an opportunity.

And so, today, it is my privilege to promise greater Washington a new technique in radio broadcasting.

A technique designed for the viewpoint of the listener and advertiser in this inherent segment of our American way of life.

To further clarify this new WGAY technique, it is necessary to borrow another example from other media fields—*because nothing like this has ever happened in radio broadcasting before.*

A few years ago, on the eve of one of the highest circulations in the history of general publications, a great and time-honored national magazine announced it would have to cease publication.

Now why would a great magazine, read by millions, fail of its purpose?

The answer is, *lack of specialization.* When a publication (or a radio station) *tries to serve too broad an area . . . when it tries to be all things to all people . . . it ends inevitably doing too little for too many.*

The new WGAY will not be guilty of such a marketing error.

We are concentrating specifically on the men and women of Government, and through them their families and friends, who comprise the "market within a market" of our great Washington community.

How the New WGAY Will Implement this Specific New Radio Concept.

Within the framework of our Federal and District Governments are more than 80 separate agencies.

Each one of these regularly releases news of importance—not only to the public at large, but *to those who comprise the agency personnel.*

Up to now, there has been no day-to-day, regularly-scheduled dissemination of the news from these agencies. Such news has been subject to the needs of radio and news publication editors, and has been used on a basis of *interest to the general public* rather than government personnel.

Thus, in the welter of news releases that pour out of these Government agencies, many important items are overlooked. Contrary to sentiment (in some quarters) that s[illegible]any releases are unnecessary and costly, it is quite evident that they are not only necessary but vital in the complex movement of Governmental affairs.

It is the calculated policy of the NEW Radio Station WGAY to broadcast Government News Bulletins each quarter-hour throughout the broadcast day.

Plus the kind of *good* music that has been responsible for the sale of millions upon millions of albums and single records. Records by such great artists as: Perry Como, Percy Faith, Frank Sinatra, Patti Page, Doris Day, Peggy Lee and scores of others.

In this way, the entire area of Governmental activity will become public knowledge.

And employees of Government will, themselves, keep abreast of the activities and decisions of their own agencies, departments, divisions and offices—whether at home or in the car—by staying tuned to WGAY.

* * *

But the news of Government itself is only part of the new WGAY broadcasting Services. News is not necessarily "news" to all.

Nor is it of particular interest to the individual, except as it affects *him.*

Therefore, the new WGAY concept of airing Government activities will be *personalized* for those to whom it is of paramount importance: *The Government Official and Staff Worker.*

Our quarter-hour news bulletins will frequently be broadcast by the *agency or department head personally.*

And not all of these bulletins will concern *decisions by departments* in their broader aspects.

Many of them will directly concern the inner activities of the agencies and the individuals concerned. In short:

—Although in serving the Government Employee we are—in the broad sense—also serving all of the people, WGAY *will not* establish an arbitrary "news policy" that requires our news bulletins to be of *general* interest to the "public at large."

—Primarily, our aim will be to keep Government Personnel informed of their own activities, of their own agency, department, or division—in a personal, intimate, airworthy manner.

—WGAY will serve, first and foremost, the specific interests of the quarter-million "first citizens" of greater Washington and their families and friends—the group who comprise the top-and-center segments of our social, economic and political community.

* * *

Business and Industry Should Quickly Learn the Value of this "Market within a Market"

If you are a businessman or manufacturer selling merchandise or offering services in greater Washington, this announcement is of compelling importance to you. And for three compelling reasons:

1. It means that for the first time, there will be a focal point of listening interest for Government people.
2. It means that for the first time, there is a *specialized* advertising medium in the Washington area that reaches the *first and the most people, with the most to spend.*
3. It means that an advertiser can now *beam* his message *exclusively* to Government Personnel, without the expense of using "general" media designed to reach "everybody."

For the first time in Washington, an advertising medium of "general" listener-interest will offer a *specialized, personalized* service to those *who mean the most, earn the most and buy the most in the Washington market.*

—For the first time you will have a direct pipeline to the prosperous, generous-spending Government Official and Staff Worker, whose per capita income approximates $6,000.00 a year—*and whose family-and-friends income is considerably higher.*

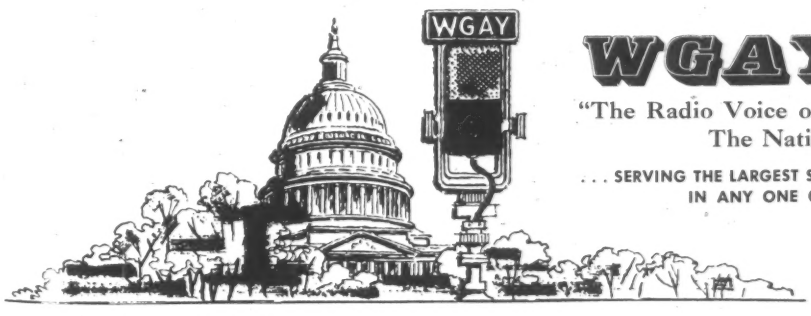
—For the first time *one* advertising medium in the Washington area can offer you a specialized broadcast-advertising service to the "cream of the citizenry" of our national capital.

I am grateful for this opportunity that has come to me. The opportunity of giving function, life and significance to an idea that has long occupied my time and thought.

By publishing this announcement, I want to pledge the facilities and abilities of Station WGAY and its staff to genuine, heartfelt service.

While we hope to entertain and inform many thousands of others . . . *our first consideration, and our dedication of service, is to those who serve our Government.*

CONNIE B. GAY
President, Chairman of the Board



WGAY 1050 on Your Dial

"The Radio Voice of Government People in The Nation's Capital"

. . . SERVING THE LARGEST SPECIALIZED GROUP OF LISTENERS IN ANY ONE CITY IN THE WORLD

© Copyright 1959—Connie B. Gay

to production of the Ford programs though in effect this will be the case for next season. Mr. Robinson already has rough plans to produce three or four shows for the 1960-61 season.

In the contractural set up, Mr. Robinson's company will be paid for its services by Ford Motor. The arrangement also is expected to pay Mr. Robinson a salary in the neighborhood of $250,000 a year and ownership rights of all programs he creates (perhaps as many as 10 or a dozen of the total 39).

Little Said • Ever since the first word was out on Ford's plans, the advertiser, agency J. Walter Thompson and MCA have refused to discuss programming, costs or even the advertising objectives.

In the undertaking, JWT (handles Ford Div., Ford trucks, Ford's new small car, the English-built Ford as well as Ford dealers) initiated the negotiations. The showcase of specials is expected to feature the Ford Motor car in the major spot, with the Mercury and Edsel (through Kenyon & Eckhardt) and the Lincoln (through Foote, Cone & Belding) in the minor spots, emphasis apparently scaled down on that order.

Ford Div. sponsors Tennessee Ernie's vehicle and *Wagon Train* has been assigned to either Ford or Edsel over the past few seasons. Mercury's top network program was half of *Ed Sullivan Show* on CBS-TV which it will drop next season, while Lincoln-Continental's main endeavor in network tv has been an occasional Leonard Bernstein's New York Philharmonic show.

Mr. Seymour remained aloof from developments of last week except to comment that the series of specials would be the "most exciting entry in tv next year."

THE ANALOZE FLOP
Everybody bought it ... except the public

A strong case for adequate test marketing was presented last Monday (May 25) to the New York Chapter of the American Marketing Assn.

In a change of pace from the usual product success story, Richard K. Van Nostrand, assistant vice president of product group supervision, Bristol-Myers Product Div., told the AMA how lessons may also be learned from failure. Speaking on "Everybody Bought the Product But the Public," he analyzed Bristol-Myers' unsuccessful product, Analoze, an antacid and analgesic that relieves headache and "works without water."

In July 1956, Mr. Van Nostrand said, Bristol-Myers and its agency, Young & Rubicam, completed plans for a test market program for Analoze. Production followed in August, distribution in September and advertising in print and on television broke in October. Everything had been checked out to show consumer interest and acceptance of the product, he reported. However, in time Analoze had to be picked up from the retail outlet. "The consumers stayed away in droves," he said. Examination of the failure pointed to the attitude that people wanted to take their tablets with water, feeling that water is part of the treatment.

Commenting further, he said:

"Test marketing . . . is a perfect time to test different copy ideas, different media strategies. You get needed sales experience to put to use in the expansion of the market should the product be successful. You can test at different levels of expenditure to determine what is best under existing circumstances. In short, it's a shakedown cruise in an effort to minimize or eliminate problems that could plague you later."

Chicago tv awards for Elgin, Johnson

Two enthusiastic tv advertisers, Elgin National Watch Co. and S. C. Johnson & Son (BROADCASTING, May 25, 18) with their agencies, J. Walter Thompson and Foote, Cone & Belding, captured commercial copy honors in the Chicago Federated Advertising Club 17th annual competition.

Other national tv winners: Philip Morris (top in its category) through Leo Burnett Co., Procter & Gamble (Burnett), Purex (Edward H. Weiss & Co.), Pillsbury (Burnett), Paper Mate (Foote, Cone & Belding), Revere Camera (Keyes, Madden & Jones), Hertz Corp. (Campbell-Ewald), Englander Co. (North Adv.), Hallmark Co. (Foote, Cone & Belding) and Durkee's Famous Foods (Meldrum & Fewsmith).

Elgin won the grand award for corporate image and another in its own product category. Fred A. Niles Productions was cited for its Durkee's and Revere Camera commercials. A winning regional advertiser in tv was Hekman Biscuit Co. (George H. Hartman Co). Peoples Gas Light & Coke Co. (Needham, Louis & Brorby) was the sole local advertiser picked in tv.

Among national advertisers cited for radio commercials were W. F. McLaughlin's Manor House coffee (Earle Ludgin & Co.), which took two awards, and Reynolds Metals Co. (Clinton E. Frank). Regional advertiser, Drewry's Ltd. (MacFarland, Aveyard & Co.) and local radio-user Reuben H. Donnelley Corp. (Ludgin) took radio honorable mentions. Gingiss Bros., local account handled by Olian & Bronner, won top 60-second radio commercial honors.

The awards dinner took place May 27. Forty-seven winners and 28 honorable mentions were selected.

Television exclusively • Speidel Corp., Providence, held its first full-scale convention in its 40-year history in New York last week and officials paid special tribute to the contributions of tv to the growth of company. Paul Levinger (second from right), executive vice president of Speidel, noted that company places its entire budget of estimated $1.7 million into NBC-TV's *The Price Is Right*. Speakers at meeting included (l. to r.): H. William Coulthurst, advertising director, Speidel; Charles Spitzer, sales manager; Carolyn O'Connor of *The Price Is Right;* Mr. Levinger, and Bill Cullen, host of *The Price Is Right*.

DURING 361 WEEKLY QUARTER HRS.
KNOE TV has
80% to 100%
SHARE OF AUDIENCE

IN RICH MONROE MARKET

DURING 278 WEEKLY QUARTER HRS.
KNOE TV has
92% to 100%
SHARE OF AUDIENCE

AS REPORTED IN ARB APRIL 1959

JUST LOOK AT THIS MARKET DATA!

Population	1,520,100
Households	423,600
Consumer Spendable Income	$1,761,169,000
Food Sales	$ 300,486,000
Drug Sales	$ 40,355,000
Automotive Sales	$ 299,539,000
General Merchandise	$ 148,789,000
Total Retail Sales	$1,286,255,000

And you get more impact and circulation per dollar in radio on

WNOE-Radio 50,000 watts 1060 KC
New Orleans

KNOE-Radio 5,000 watts 1390 KC
Monroe

Edd Routt, Vice-Pres. & Gen. Mgr.

KNOE-TV

Channel 8 • Monroe, La.
A James A. Noe Station
CBS • ABC

Noe Enterprises, Inc.
James A. Noe, Jr., President

Paul H. Goldman—Executive Vice President and General Manager
Represented by H-R Television, Inc.

TV NETWORK STAKES—1st QUARTER

Anacin, Chevrolet, P&G: win, place, show in brand billing race

Whitehall's Anacin, General Motors' Chevrolet car and Procter & Gamble's Tide detergent ranked in that order as the brand leaders in network tv in March and for the first quarter of 1959.

Brand expenditures as well as the top network advertisers, product classifications and daypart billings for the two periods were compiled by Leading National Advertisers and Broadcast Advertisers Reports and released Thursday (May 28) by Television Bureau of Advertising.

Anacin, a product of Whitehall (division of American Home Products Corp., New York), provided network gross time charges of nearly $2.5 million in the first quarter, of which $759,365 was registered in March.

Both Chevrolet and Tide came in with more than $1.9 million in the first quarter. For that period, in fact, each brand in the first 22 spent more than $1 million.

P&G the Pacesetter • Procter & Gamble's gross billing in March alone was more than $4.5 million and for the first quarter the firm had over $13 million in network tv.

Lever pulled up its total, hitting over the $2.6 million mark for March and more than $7 million in the January-March period.

The largest product groups were advertisers of foods and of toiletries-toilet goods, the estimated billing reaching into the $30.9 million and $25.1 million levels respectively for the first quarter. Other leaders were proprietaries, smoking materials, soaps and automotives.

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Beer, Wine & Liquor	360,251	1,230,584	1,791,245
Building Materials, Equipment & Fixtures	351,580	794,119	357,293
Confectionery & Soft Drinks	1,280,029	3,584,639	2,512,450
Consumer Services	367,011	1,072,116	1,250,787
Entertainment & Amusement	—	—	212,616
Food & Food Products	10,362,943	30,969,922	26,965,446
Freight, Industrial & Agricultural Development	[illegible]	76,843	—
Gasoline, Lubricants & Other Fuels	193,490	700,008	690,559
Horticulture	24,430	38,788	115,098
Household Equipment & Supplies	2,597,622	6,592,822	5,491,882
Household Furnishings	230,766	785,660	789,655
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Soaps, Cleansers & Polishes	6,123,384	16,997,191	16,135,043
Sporting Goods & Toys	253,067	605,402	385,076
Toiletries & Toilet Goods	8,931,964	25,152,904	24,731,359
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Miscellaneous	807,465	1,929,860	1,751,276
Total	$55,519,731	$156,480,418	$143,732,853

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Though General Motors has less of a percentage of its budget in tv, that's only part of the giant automaker's media story. In 1958, GM billed a gross of some $22.1 million in tv as compared to $14.3 million the year before, for a proportional increase of 55%.

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Mr. Bolte, in one of two speeches made over a three-day period, said 72 specialists are needed to produce a single one-minute tv film commercial.

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TV NETWORK STAKES—1st QUARTER

Anacin, Chevrolet, P&G: win, place, show in brand billing race

Whitehall's Anacin, General Motors' Chevrolet car and Procter & Gamble's Tide detergent ranked in that order as the brand leaders in network tv in March and for the first quarter of 1959.

Brand expenditures as well as the top network advertisers, product classifications and daypart billings for the two periods were compiled by Leading National Advertisers and Broadcast Advertisers Reports and released Thursday (May 28) by Television Bureau of Advertising.

Anacin, a product of Whitehall (division of American Home Products Corp., New York), provided network gross time charges of nearly $2.5 million in the first quarter, of which $759,365 was registered in March.

Both Chevrolet and Tide came in with more than $1.9 million in the first quarter. For that period, in fact, each brand in the first 22 spent more than $1 million.

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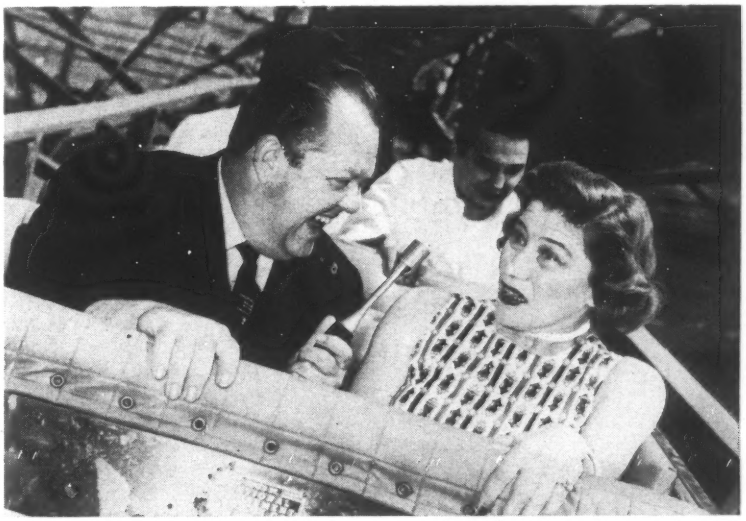

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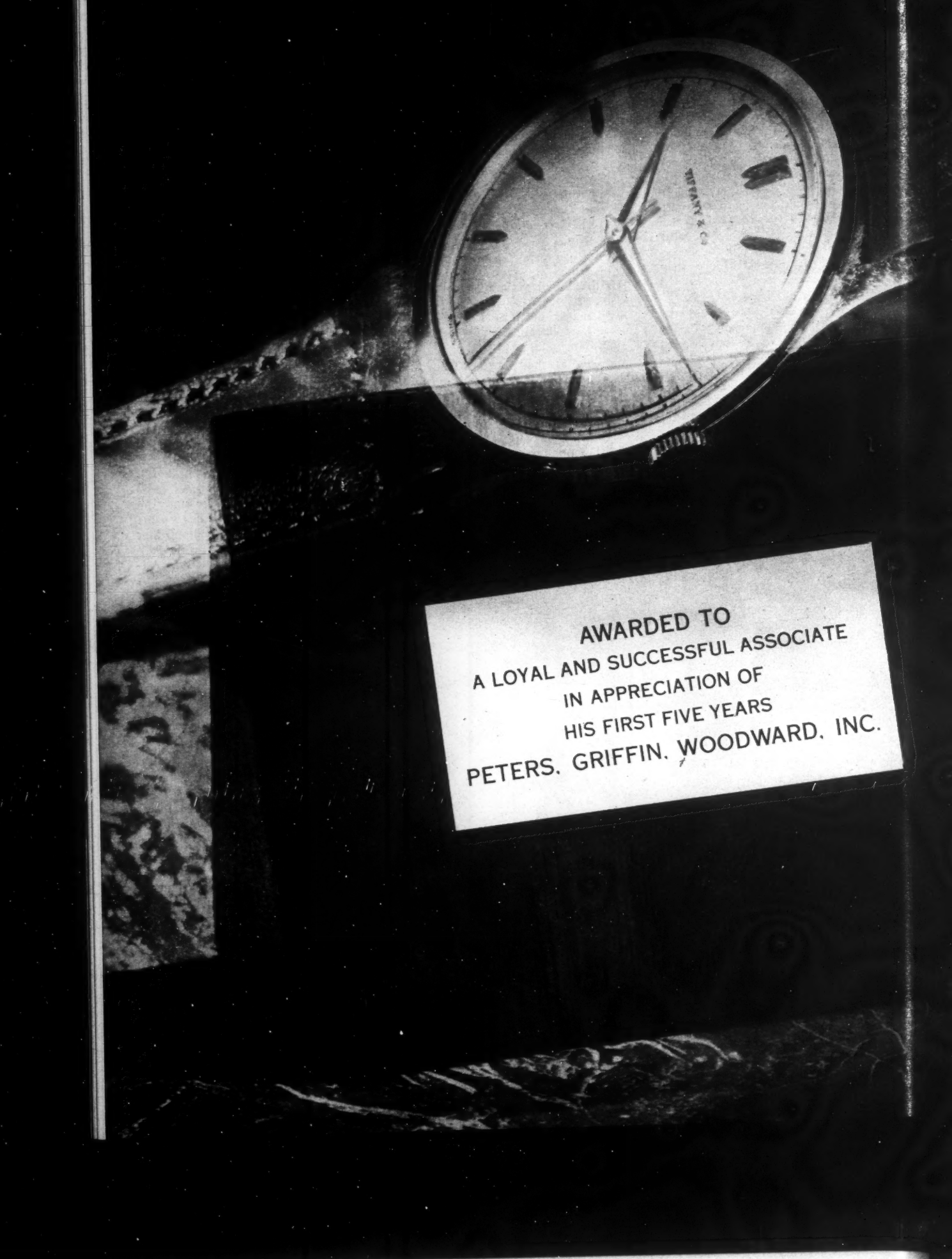
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"Here at PGW we
operate on the theory
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about five times as hard
as the next fellow"

That's why we award a gold watch to *every* **PGW** employee after five years with us, instead of waiting for the customary 25 years of service.

We are happy to say that 59 Colonels and Colonelettes at **PGW** have already been presented with their five-year watch . . . we're happy because we like people who like hard work. Don't you?

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

TEXIZE CLEANING UP VIA TV

'Shy' detergent buys, uses spot boldly

Ever hear of Texize Chemical Inc., a company in the detergent field that invested approximately $4.1 million in spot tv in 1958 and plunked down an estimated $2.25 million in that medium for the first quarter of 1959?

Texize is a "sleeper" among tv advertisers and apparently relishes its anonymity. Efforts by BROADCASTING to obtain the story behind Texize's continual expansion in television over the past five years brought this rejoinder from a spokesman: "Our client is by nature publicity shy."

From information that is available to the public emerge these highlights of the company's activities:

• Texize Chemicals Inc., which is based in Greenville, S.C., had net sales in 1958 of $9,257,950, as compared with net sales of $4,582,631 in 1957; $3,455,167 in 1956 and $1,087,018 in 1951. (Standard & Poor's figures.)

• The company's sales growth chart appears to coincide with its constantly expanding investment in spot tv. In 1955, spot tv expenditures amounted to about $50,000, boosted to $210,000 in 1956, $675,000 in 1957 and $4.1 million in 1958. (TvB-Rorabaugh figures.)

• With increasing sales and tv spending came a broadening of its market distribution. Back in 1951, Texize products were distributed mainly in North Carolina and South Carolina. By 1956, distribution had spread to Alabama, Georgia, Tennessee, Texas and Virginia.

In 1958, Texize marketed its products southward and westward to include Arkansas, Louisiana, Mississippi, Missouri, Indiana, Kansas, Kentucky, Nebraska, Oklahoma and West Virginia. Today, distribution has been widened to cover 24 states, including such "northern" locales as Maryland and Washington, D.C.

A television advertising executive with a cursory but nevertheless awed interest in Texize's progress remarked wryly last week: "Texize is a 'southern' Lestoil."

The metaphor is quite apt. Lestoil's remarkable growth pattern through tv advertising (BROADCASTING, Nov. 4, 1957) was built largely at the outset in New England and then the middle Atlantic. Texize sprouted in the South, moved to the Midwest and the Mountain states and now has doubled back to the middle Atlantic. And a noteworthy event is that both Lestoil and Texize now are advertising heavily in Washington, D.C.—a battle of the "tv detergents."

Heavy Spender • One advertising executive familiar with detergent companies shed some light on the apparently disproportionately heavy investment in tv advertising by Texize, measured by its total net sales. He pointed out that detergents generally have a higher ratio of advertising investment to sales, as compared with many other advertisers, and this ratio is wider for comparative newcomers to a field (for example, Lestoil had sales of about $35 million in 1958 and spent about $12 million in tv).

Another factor, he added, is that Texize relies heavily on saturation television and discounts may lower its net tv investment by almost $1 million.

There is no indication that Texize is in any of the other measured media. A perusal of media breakdowns points to spot tv as Texize's pre-eminent (if not exclusive) advertising vehicle.

Texize now advertises on 128 tv stations in 24 states, a jump from nine stations in five states in 1955 (based on Rorabaugh Reports on Spot Tv Advertisers). Its saturation technique of spot tv spending calls for the use of as many as 100 announcements per week, including minute participations, 20-seconds, station breaks and ID's. Texize relies heavily on daytime participations but its schedule extends throughout the broadcast day.

Texize Products • The company markets that Texize household cleaner, Texize starch and pine oil and Texy detergents, as well as industrial compounds, Standard & Poor's reports that Texize employs 281 workers in plants in Malden, S.C., and Palestine, Tex. Its net income in 1958 was $309,050.

Texize's agency is Henderson Adv., Greenville, S.C. If it is not already clear that Texize is girding for national recognition in the detergent field through saturation television, here is proof that tends to be substantiating: John H. Williams resigned as a senior vice president of Cunningham & Walsh, New York, to join Henderson Adv. in an executive capacity two months ago.

UA to sponsor bout on radio

An unusual tie-up of motion pictures, network radio and a heavyweight championship match has been announced.

The advertiser: The Mirisch Co. and United Artists Corp. Sold: the radio rights in the U.S. to the June 25 Floyd Patterson-Ingemar Johansson heavyweight title bout. Product: "The Horse Soldiers," a new motion picture produced by Mirisch and distributed by UA. Seller: TelePrompTer Corp. and Floyd Patterson Enterprises Inc. Price: $100,000 for the package including time costs.

Just which radio network will carry the bout has not been pinned down by the negotiators but ABC radio appears to be the leading contender for the business.

TelePrompTer has the closed-circuit tv, radio and motion picture rights for the boxing bout at Yankee Stadium in New York. It paid an announced $300,000 for those rights (BROADCASTING, May 18).

It's reported that the motion picture carries an advertising budget near $1 million which includes cooperative money for radio and tv and for newspapers as well as the network expenditures. Agency handling the UA buy is Monroe Greenthal Co., New York.

Manhattan switches

The Manhattan Shirt Co., New York, moves its million-dollar men's wear account from Doner & Peck, New York, to Daniel & Charles there, effective June 13. Manhattan this year allocated approximately 85% of its previously all-print advertising budget to television. It backed the *Sammy Kaye* show (ABC-TV Sat. 10-10:30 p.m.) for 14 weeks at the beginning of the season (BROADCASTING, Sept. 15, 1958), coming back

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the period May 21-26 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., May 21	You Bet Your Life (10 p.m.)	NBC-TV	17.1
Fri., May 22	77 Sunset Strip (9:30 p.m.)	ABC-TV	20.6
Sat., May 23	Gunsmoke (10 p.m.)	CBS-TV	24.2
Sun., May 24	Loretta Young (10 p.m.)	NBC-TV	20.0
Mon., May 25	Danny Thomas (9 p.m.)	CBS-TV	23.0
Tue., May 26	Rifleman (9 p.m.)	ABC-TV	19.8

Copyright 1959 American Research Bureau

Four hundred forty-eight thousand and one!

Change your records and let there be sounds of rejoicing along Madison, Michigan and other avenues of enlightenment. Another tv family just moved into our 58-county area.

That makes it 448,001, some of whom are left handed, some right handed, and some ambidextrous.

Whether they use (a) the left or (b) the right hand to tune to channel 10, they tune to channel 10.

NCS No. 3 shows us No. 1 daily *and* weekly, daytime *and* nighttime, in Roanoke. WSLS-TV reaches more homes than any other station in the greater Roanoke market. Blair Television Associates will take it from there.

WSLS-TV

Channel 10 • NBC Television

Mail Address: Roanoke, Va.

A broadcast service (with WSLS Radio)
of Shenandoah Life Insurance Company.

for a five alternate-week run of that program beginning in April.

The company is expected to continue in tv next season though with a somewhat smaller budget. Daniel & Charles, currently handling Manhattan ladies' wear, will have the entire account when the shift occurs. The agency has not previously been active in television.

Ziv 'Lock-Up' show sold in 46 markets

Ziv Television Programs Inc., New York, racked up sales in 46 markets in its first two weeks of selling *Lock-Up*, new syndicated series starring MacDonald Carey, it was reported last week by Len Firestone, Ziv sales manager.

Among the advertisers purchasing *Lock-Up* were: Thorpe Finance Co. in six Wisconsin cities; Texas State Optical Co. in Midland-Odessa and Harlingen, all Texas; Morris Plan Savings & Loan Assn. in Indianapolis; American Savings Bank and Blackburn Department Stores as co-sponsors in Amarillo, Tex.; Kroger Co. in St. Louis; Henke and Pillot Supermarkets (owned by Kroger) in Houston and Beaumont-Port Arthur, Tex.; American Bank and Trust Co. in Baton Rouge - Lake Charles, La.; *Dallas Morning News* in Dallas and Towne Service Inc. in Waco-Temple, Tex.

Stations that have booked *Lock-Up:* KVAR (TV) Phoenix and KOLD-TV Tucson, both Arizona; KSL-TV Salt Lake City; KOVR (TV) Sacramento-Stockton, Calif.; KTSM-TV El Paso; WWL-TV New Orleans; KSTP-TV Minneapolis-St. Paul; KFSD-TV San Diego, Calif.; KOB-TV Albuquerque, N.M.; WTVJ (TV) Miami; KOMO-TV Seattle-Tacoma; WAVY-TV Norfolk, Va.; WTVT (TV) Tampa, Fla.; KLZ-TV Denver; KLFY-TV Lafayette, La.; KEYT (TV) Santa Barbara, Calif., and WSJV (TV) South Bend-Elkhart, Ind.

• Business briefly

Time sales

• *Perry Presents,* a musical colorcast series slated to fill the *Perry Como* time-period (Sat. 8-9 p.m.) on NBC-TV this summer, begins June 13. Signed for sponsorship on varied dates: American Dairy Assn., Chicago, through Campbell-Mithun there; Chemstrand Corp., Decatur, Ala., through Doyle Dane Bernbach, N.Y.; Kimberly-Clark Corp., Neenah, Wis., through Foote, Cone & Belding, Chicago; Noxema, Chemical Co., Baltimore, through Sullivan, Stauffer, Colwell & Bayles, N.Y.; Radio Corp. of America, N.Y., through Kenyon & Eckhardt there, Whirlpool Corp., St. Joseph, Mo., through K&E, Chicago, and Sunbeam Corp., Chicago, through Perrin-Paus there.

About the Yearbook

The 1959 BROADCASTING YEARBOOK is in its final stages of production. Stations, agencies, equipment firms and programming firms which have not returned questionnaires sent out last month are urged to make returns by June 5. There is no charge for listing in the YEARBOOK, a year-round reference book for agencies, advertisers and others in the field.

If you have not received such a questionnaire, contact BROADCASTING, 1735 DeSales St., N.W., Washington, D.C., or any of the bureaus in New York. Chicago and Los Angeles.

• Alternate week sponsorship of *M Squad* has been renewed by the American Tobacco Co., N.Y. through Sullivan, Stauffer, Colwell & Bayles. The NBC-TV detective series will appear one half-hour later beginning Sept. 11 (Fri. 9:30-10 p.m.).

• Seven-Up Co., St. Louis, through J. Walter Thompson Co., Chicago, is currently seeking short-term participation availabilities in network tv properties this fall. The soft-drink company, it's understood, will hold off on outright alternate week purchase of a network show until after the first 13 weeks of the 1959-60 season—or after Jan. 1, 1960. Additional spot tv and radio buys are still uncertain at this time.

• New and renewal NBC-TV daytime orders by Lever Bros., N.Y., and Miles Labs, Elkhart, Ind., are reported to exceed $5 million in gross revenue. Agencies: Needham, Louis & Brorby, N.Y., for Lever; Wade, Chicago, for Miles.

• Dro Inc. (insecticides, air deodorizers), Brooklyn, N.Y., has turned primarily to radio for its spring-summer push. Seven New York radio stations are airing some 300 spots (mostly minutes) per week. Other stations may be added. Negotiations are on for tv spot in the city, with one weekly spot already underway. Agency: Kenneth Rader Co., N.Y.

• Reddi-Wip Inc. (whip cream), L.A., has appointed Kenyon & Eckhardt's L.A. office to handle advertising of its Top-Wip low calorie cream whip for U.S. and Canada effective July 1. Budget will run about $250,000 with no media plans set. Account formerly was handled by D'Arcy which continues with Reddi-Wip.

• Kenner Products Manufacturing Co., Cincinnati, has budgeted $250,000 for tv advertising to introduce its Presto-Paints, children's brushless paint sets. The tv allocation comes after successful market testing. Kenner's campaign will last from late September until early December. During this time about 40 one-minute spots will be placed in children's shows in major markets. Presto-Paints also will be advertised in *Romper Room* (tv kindergarten) in 71 markets. Robert L. Steiner, Kenner vice president, is working with Leonard M. Sive Adv., Cincinnati, the company's agency, on the tv promotion.

• Also in advertising

• Detroit's big three last week appeared settled on the agencies to handle their small cars, the automakers' answer to the foreign auto invasion. The lineup: General Motors' Convair to Campbell-Ewald (which handles the Chevrolet Division); Ford Motors' Falcon to J. Walter Thompson (also see story on Ford's network tv plans), and Chrysler's Valiant to BBDO which also has the DeSoto Division. Estimates were made that each of the accounts will add about $10 million in billings to each agency assigned.

• Messages in Music has been formed by Ivan Ditmars, an NBC music director, and Jerry Browne, veteran writer-director, to specialize in the production of advertising jingles. Headquarters are at 6053½ Melrose Ave., Los Angeles. Telephone: Hollywood 4-4584.

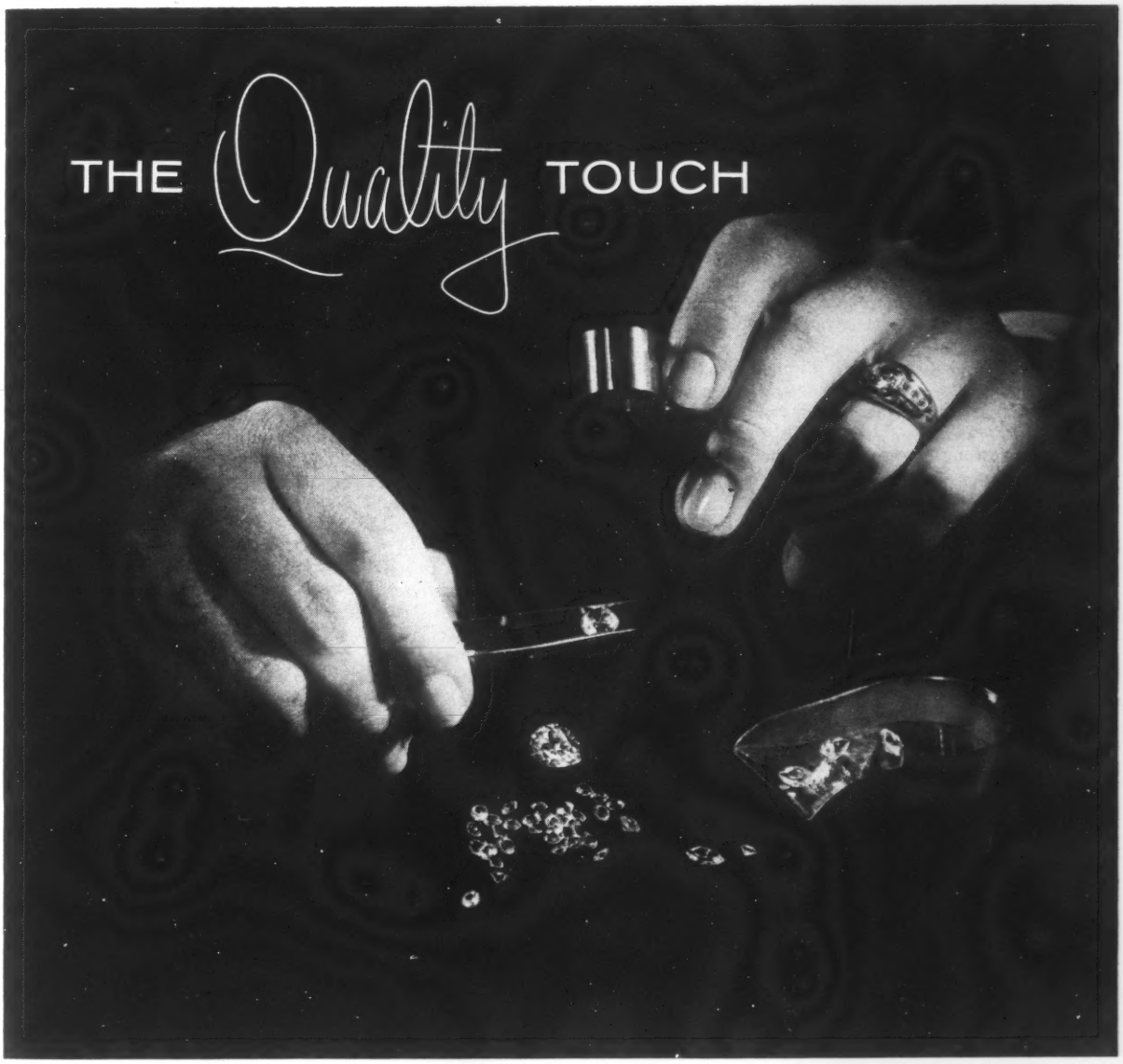
• Leo Burnett Co. moves its New York offices from 677 Fifth Avenue to 477 Madison Avenue today, June 1. The new telephone number: Plaza 9-5959.

• Dawson Mac Leod & Stivers, Washington, D.C., creative communication consultant, has moved to new offices in the City Bank Bldg., 1612 K St., N.W., Washington 6. Telephone: Executive 3-3414.

• Webcor Inc. (tape recorders, other products), Chicago, names Richard S. Smith & Assoc., same city, to handle its public relations program.

• Hill & Knowlton, public relations counsel, announces the transfer of its Washington, D.C., offices to the Solar Bldg., 1000 16th St., NW, Washington 6. Telephone: Sterling 3-1270. Avery McBee is Washington vice president.

• Milton A. Weiss, a founder of Webb Assoc. agency five years ago, has opened his own agency, Milton A. Weiss Inc., at 9 E. 40th St. Mr. Weiss said Thursday (May 21) that the broadcast accounts he brought with him from Webb total from $425,000 to $525,000, all in tv.



Diamonds — courtesy Everts Jewelers, Dallas

Blue white and perfect . . .
prized possession among those
who cherish QUALITY.

Sought after and valued, too,
are radio and television
stations which possess a "quality
touch" so important
to any successful campaign.

WFAA
radio & television
dallas

BROADCAST SERVICES OF THE DALLAS MORNING NEWS ■ EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

A CROWDED CONCLAVE IN MIAMI

4,000 delegates to d.j. convention look for new radio trends

The largest contingent of on-the-air personalities ever assembled hit the beach this past weekend in Miami. Occasion: the second annual International Radio Programming Seminar & Pop Music Disc Jockey Convention May 29-31.

And the disc jockeys, who with station management delegates, recording company officials and others made up the approximate 4,000 turnout, had a shirtsleeve working session despite the holiday atmosphere.

Among the highspots of the three-day agenda, discussions dealt with:

- The tug-of-war between personality freedom and the strict demands of formula radio.
- The FCC's concern over the music-news operation in pending license renewals for seven Atlanta radio stations (BROADCASTING, May 25).
- A hint that a better music trend is getting stronger.
- The type of buying market and purchasing influence of the teen-agers.
- Agreement between a network spokesman and a leading independent that henceforth there should be unity in fighting "the other media."
- The correct programming procedures for a local station to build audience and community prestige.
- The consensus of an agency panel that the present live commercial rates low.

Here are reports of major speeches that were available at the time this issue of BROADCASTING went to press:

D.j.s can spin into the executive suite

Disc jockeys are "the ideal reserve pool for the industry management strength of tomorrow," WNTA New York Operations Manager Art Ford said at a Friday afternoon (May 29) panel session at the d.j. convention.

Telling d.j.'s how to reach the management level, Manager Bill Camperson of WHOL Allentown, Pa., advised all assembled "to remember that you're a vital part of your overall station organization." Both managers spoke on the topic "From D.J. to Management—It's Happening."

Mr. Camperson called successful disc jockeys creative people, ". . . hard working, intelligent . . . [with a] sense of awareness considerably above the average needs of other, more staid or non-changing professions." These are the attributes which enable the d.j. to move up into management positions, Mr. Camperson added. Mr. Ford predicted that just as top talent such as Arthur Godfrey and Steve Allen have come from d.j. ranks so the "future Sarnoffs, Paleys and Weavers" will also develop from the platter spinner level.

Mr. Ford also had some recommendations for better management-talent relations in the industry. He declared that any station could benefit from a quarterly meeting of talent and management to explain the general direction in which management was traveling. NAB should establish a two-week seminar in New York, for talent with management potentialities, Mr. Ford suggested. He noted that Storz, Westinghouse, McLendon, NTA and other "far-sighted leaders" might benefit from the support of such an annual seminar. "The Radio Corp. of America for many years has within its own framework, made vice presidents out of pageboys by the simple method of developing the potential," Mr. Ford said.

Counseling d.j.'s how to rise to management, Mr. Camperson warned against the feeling "that we have an ivory-tower built on a stack of 45's and LP's around which the rest of the world revolves." Disc jockeys must keep abreast of the daily operation of their outlets, must keep on top of the local and national sales situations. The boss will welcome questions and ideas in this area, stated Mr. Camperson.

The d.j.'s sponsor-awareness and civic activities in his market also are aids to reaching the top, noted the WHOL chief. And once the management goal is gained, he added, time will be even more important than it was before and "you must arm yourself with a competent staff." Mr. Camperson concluded his advice with the observation that although the manager's job is a "rough one" it is also the "surer way to the higher income brackets than waiting for that 'big break' which may never come."

TODD STORZ
A host with 4,000 guests

What's to dominate—individual or format?

Personalities are making the difference in radio today but formula radio can take a heavy toll of personal individuality, according to a Friday afternoon (May 29) panel including Joe Finan, KYW Cleveland; Jim Hawthorne, KDAY Santa Monica, Calif.; Mike Joseph, Capital Cities Stations, and Dick Martin, WWL New Orleans.

Mr. Joseph, vice president of the Lowell Thomas group which recently added WPRO Providence, said he has "always been a great believer in strict format right from the start," but admitted "my belief in the personality has grown stronger through the years. At first, I subdued the personality completely to a rigid, automatic music format. He was only a voice and a tool of my programming. He could only introduce titles and artists briefly and operate a staccato-like format.

"There were no such things as personality shows. This was very successful. The formula worked. Voices came cheap. Ratings skyrocketed. Stations made money. Men came a dime a dozen. Then, other stations in the same markets began doing the same thing. All stations, people and formulae began to sound alike. Things became more and more competitive. Ratings equalized."

Mr. Joseph said there had to be a change and the change was in the personality. "They made and now are making the difference. Though I still operate on the format principle, I depend strongly today on the live personality and I pay him well to be one."

His word of advice to the personality:

"Think of the audience all the time. Forget about yourself, your wife's or friend's tastes. We're all classical music and jazz lovers. That does not get us ratings. Neither does the playing of too many plug tunes . . . Don't use the airwaves as an audition turntable. Making a record a hit doesn't *make* you any more. . . . Sell your station, your product and yourself. Favor your audience."

Terse Times • A radio personality today is much the same as his predecessor of 10 or 15 years ago, except that he has learned to speak up and shut up, to condense his spiel to a few words rather than a few hundred, according to Mr. Hawthorne, KDAY personality. Compared to a few years ago, the radio personality today provides more music, less chatter.

No longer a straight announcer reading copy, today's personality is apt to be found at a supermarket opening or some other outside affair when he's not beside his turntable, Mr. Hawthorne said. He works as closely with the station sales manager as with the program director, perhaps even more so now that programs are no longer independent entities but all part of one big show encompassing all of a station's programming.

Looking to the future, Mr. Hawthorne believes that we're on the verge of a tremendous change in radio music, perhaps as drastic as the one that swept rock and roll into its present place and that today's personality won't be there tomorrow unless he keeps a careful finger on the pulse of the public's musical preferences. He urged record companies to make shorter, possibly one-minute records for disc jockey use, letting them sample the record that the public buys at the record shop instead of playing it *in toto*. This would give more records a chance for more exposure on the air.

Gagged • It was WWL's Mr. Martin who asked, "Where are the personalities today?" He said until a few short years ago there had been a gradual increase in the number of record program personalities. Starting back in the 1930s he said, big names used their own imagination in programming and thus "enhanced" their ability to sell. But this element "has been decidedly submerged, yea condemned, by the 'lead-goat' known as 'chart-programming'."

Mr. Martin felt that "hand-in-hand with the dictatorial policy that restricts the would-be personality from exercising some of those qualities for which he supposedly was hired in the first place (taste, imagination, good judgment), there has been a large adoption of a high-pressure presentation format to be adhered to which has made it wellnigh impossible for individualities to shine forth."

THE LIVE SPOT—A DEAD DUCK

Agencymen put trust in the transcription

The live commercial was given a low rating on the scoresheet of two agency executives during a Saturday morning (May 30) panel at the d.j. convention, but a rescue was attempted by a Chicago freelance performer who attacked the screams, sirens and whistles he associated with today's recorded spot.

The panelists: Joseph Stone, vice president, J. Walter Thompson Co., New York; Harry Renfro, radio-tv director, D'Arcy Adv., St. Louis, and Bill O'Conner, Chicago freelance.

"Are live commercials dead? No, they just sound that way," according to Mr. Stone. And they will sound that way, he asserted, "as long as there's a sponsor in a hurry, an advertiser who cannot afford transcriptions, a dealer who wants to go in his own direction, or a disc jockey who insists on delivering his own copy." The J. Walter Thompson executive felt there is no need to belabor the fact there is a "vast gulf of ingenuity and imagination" between today's electrical transcription and the live script.

Guilty Trio • But the blame must be shared by three—disc jockey, agency and sponsor, he said. Advertisers must spend $5,000-$35,000 to cut a spot, he said, hence the small-budget account or economy-minded advertiser picks live spots which "cost nothing." The advertiser "orders them by the bushel and changes them as often as his socks." Similarly, the agency faced with a five-hour copy change notice on ten spots is handicapped quality-wise.

Mr. Stone felt another reason is important too: "Seldom has anybody really tried to produce excellent live radio spots. For in live radio merely good is good enough. In fact, the writer of live scripts is even discouraged from getting 'too tricky' because everything has to be brought down to the least common denominator of the least talented announcer who may never be called on to deliver the spot."

Mr. Stone, then ventured, "I'm going to play Daniel to this lion's den of disc jockeys and tell you plainly that if you fellows paid half as much attention to the commercials on your show as you do to whose and what records you play, to becoming talent impressarios, to becoming publishers and record manufacturers and barn dance callers, live radio spots might be more interesting.

"I know the entertainment business is more glamorous than the advertising business. I'm sure you find the continental cut far more appealing than the grey flannel suit, but whether you like it or not, you're in the ad business. Unfortunately, most of you have learned only one ad trick—and a very questionable one at that—the sincere falsehood."

Everything's Great • Mr. Stone continued. "You go on, year after year, giving your *personal* assurance that an ever changing list of products you endorse are the 'greatest.' I know Martin Block made millions that way. And so did the greatest salesman of our time, Arthur Godfrey. But, frankly, I think most of you are laying a big goose egg.

"That's why agencies generally give you scripts to read, instead of letting you use your own words. And when some boy in Brooklyn is writing the words that you'll say in Dallas, something ain't gonna sound right."

The Madison Avenue representative felt that if enough disc jockeys demonstrated a greater knowledge of the true science of advertising ("which in a nutshell means supporting claims with 'reason why' sales points, giving convincing facts rather than sincerely spoken generalities"), agencies would be more inclined and "most happy to give you fact sheets instead of scripts and let you brighten up our commercials."

History of the ET • Mr. Renfro traced the evolution of the transcribed commercial, which he feels is more effective than the live one. He urged d.j.s to pyramind their musical programming "up to the commercial" and exercise creativity in bridging the gap between music and announcements.

Among examples of "outstanding" transcribed commercials cited by Mr. Renfro were those of Anheuser-Busch for Budweiser beer, which fit well into the climate of musical programming.

Last Days of Live • Mr. O'Connor believes that while the live commercial may not be dead, "it certainly is dying. Unless those of us who are on the air assert ourselves, then the live commercial will be gone forever."

Mr. O'Connor said that d.j.s, announcers and air personalities are "playing second fiddle to a barrage of jingles, screams, bugles, crashes, bells, sirens, echo chambers, etc." and have been relegated to a minor role by a flat foot floogie known as over-production."

Mr. O'Connor, a top-ranking Chicago commercial "pitchman" for independent stations, acknowledged this to be an exaggeration, but claimed that "agencies, stations and sponsors don't realize how much business they're missing . . . because the sounds are detracting from the all important message in the commercial."

SWITCH ON AN OLD THEME

McLendon wants law to limit competition; Culligan fears more regulation is in wind

The prospect that "there may finally be need for Congressional action to limit the number of radio stations in a given market" was voiced Friday at the d.j. convention by an independent station operator, Gordon McLendon, president of the McLendon Stations (KLIF Dallas, KILT Houston, KTSA San Antonio, WAKY Louisville, KEEL Shreveport and KABL San Francisco). His argument: if stations cannot survive, they cannot serve.

Mr. McLendon's point was made during his "debate" on independent vs. network radio with Matthew J. Culligan, NBC executive vice president. Both speakers, however, devoted their attention to what they considered the more important problems of radio today rather than blowing new wind on an old intramural fire.

MATTHEW CULLIGAN
He fears program crackdown

Mr. Culligan warned against the prospect of government regulation of programming as a result of what he described as the philosophy of cynicism among certain station management. The alarm was sparked by FCC's consideration of whether to renew the licenses of all seven Atlanta radio stations without a hearing in view of a lack of public service features.

The Law • Mr. McLendon explained that any Congressional action to limit the number of stations in a market "should be inimical to all beliefs." He said the FCC governs in the "public interest, convenience and necessity," but "it must by law license radio stations in many cities which can only serve to destroy the power to serve held by others.

"When so many radio stations have been licensed in a city that some must sell announcements for 25 cents to exist, rates are so damaged in that market that soon the revenues and programming resources of even the finest stations are impaired."

Mr. McLendon said that as fearful of government regulation as he is, "it is now clear that if we are to preserve decent programming standards some Congressional curb must be put upon the spectrum in most markets." He added, however, that there are still a few major and minor markets which have too few radio stations.

Program Threat • Mr. Culligan said, "The danger of government intervention in programming in the broadcasting industry hangs like a spectre over us all. The performance of some radio stations has been bad enough to direct a national spotlight on seven stations in just one major American city."

Mr. Culligan quoted a headline from the May 25 BROADCASTING, "Music-news on the spot. Commission divided on Atlanta renewals." He was disturbed at the news that "a troubled FCC is wrestling with music-news operations —and how radio's 1959 voice fits in with the Communications Act's mandate that broadcasters shall operate in the 'public interest, convenience and necessity'."

The fact that the seven Atlanta stations have been operating without license for more than a year because of their failure to program public service features, Mr. Culligan said, "is part of the bitter harvest of the philosophy of cynicism to which I raise objection."

The NBC executive pointed out that "one practitioner of formula radio outstands in this connection. His promotion formula is replete with gimmicks and devices and techniques which are disturbingly reminiscent of the propagandist who believes that the public will eventually believe anything if it is shouted often enough and loud enough. He describes this as 'an old psychological trick.' It may have its place in propaganda, but I do not believe it belongs in the radio industry."

The Big Lie • "If examined on this cynical attitude, I suspect his defense would be that his tactics got the ratings, and the advertising and the profits. This may well be true, but let us examine what else is 'gotten' for the radio industry as these tactics spread and come to the attention of the trade press, advertisers and agencies."

Mr. Culligan disclaimed he is against formula radio *per se*. "I do believe in formula radio. . . . I use it in its literal sense." He explained, "No business of any kind can survive without some kind of formula," but examinations of the various formulas in radio "are secondary in importance. Of primary importance is the philosophy behind the formulae, be they for network or independent stations.

"I am unalterably opposed to any formula which emerges from a cynicism of its creator about the intelligence of the public, the disc jockey and some advertisers," he asserted.

He noted, "All mature broadcasters recognize that the exercise of our own responsibility is the best public safeguard—not government intervention."

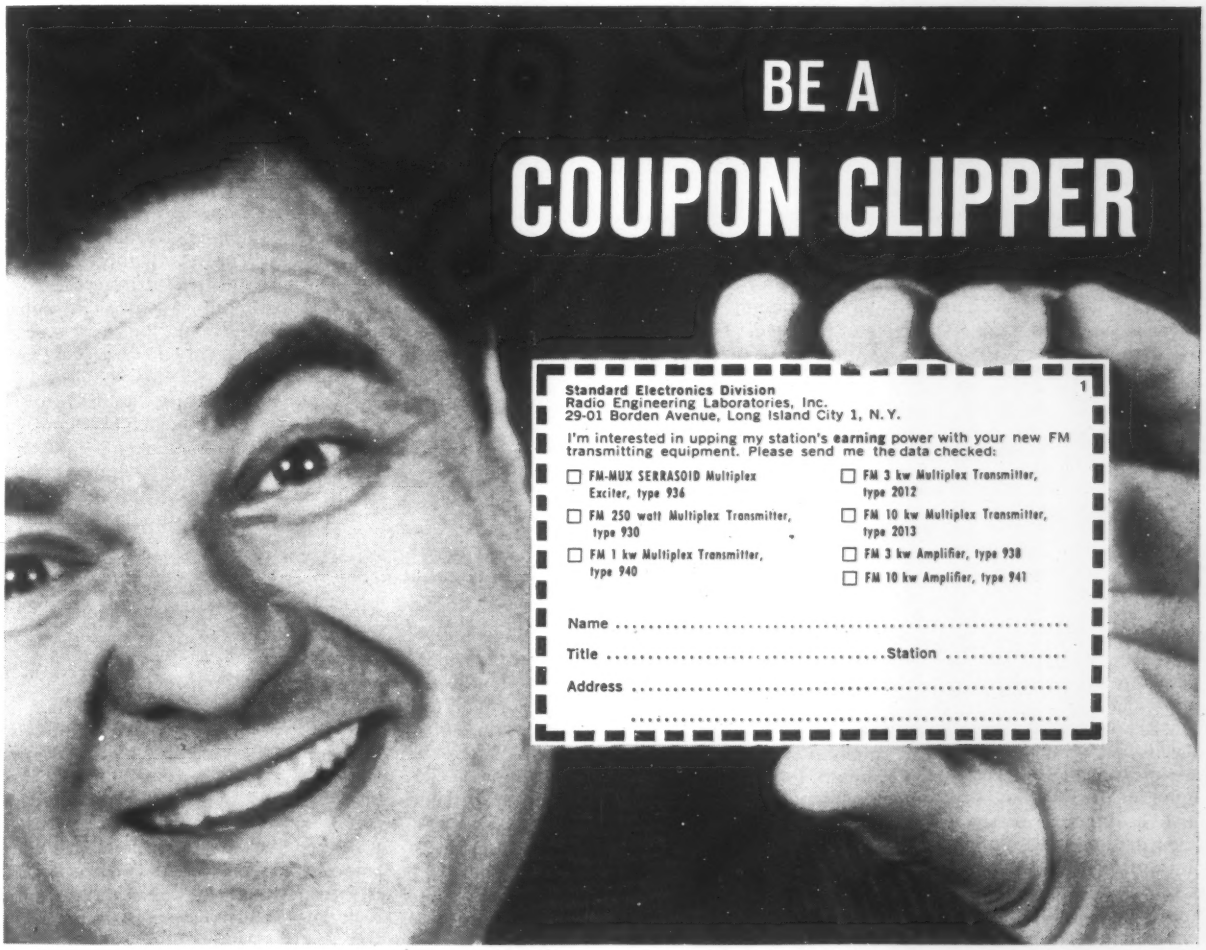
Mr. Culligan felt the industry can no longer afford to argue network vs. independent stations, because the clarity of definition is diffusing with the "changing image of all radio stations in America, network or independent."

GORDON MCLENDON
He wants limit on stations

As example, he noted "the Westinghouse stations can no longer be called independent stations in the old sense because these stations now in themselves are a small network with central news and programming services. Westinghouse, in effect, is a small radio network and its stations are really affiliates of this small network."

Ex-network Man • Mr. McLendon said he could talk on both sides of the fence since he also had network experience in operation of the Liberty Network 1948-52.

"Liberty took me through about



Standard Electronics Division
Radio Engineering Laboratories, Inc.
29-01 Borden Avenue, Long Island City 1, N.Y.

1

I'm interested in upping my station's **earning** power with your new FM transmitting equipment. Please send me the data checked:

- ☐ FM-MUX SERRASOID Multiplex Exciter, type 936
- ☐ FM 250 watt Multiplex Transmitter, type 930
- ☐ FM 1 kw Multiplex Transmitter, type 940
- ☐ FM 3 kw Multiplex Transmitter, type 2012
- ☐ FM 10 kw Multiplex Transmitter, type 2013
- ☐ FM 3 kw Amplifier, type 938
- ☐ FM 10 kw Amplifier, type 941

Name .....

Title .....Station .....

Address .....

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...and let STANDARD SE ELECTRONICS solve your **FM** problems!

Getting on the air at minimum cost

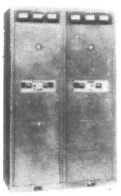
S-E 250 watt FM Multiplex Transmitter economically puts you on the air **now** with a high-quality signal, simplex or multiplex, lets you "Add-A-Unit" for higher power **later.** Available soon, **S-E 1 kw FM Multiplex transmitter.**

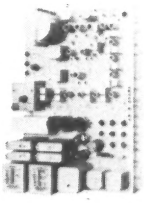
Putting more punch in your signal

S-E 3 kw Amplifier uses your present low-power transmitter as a driver, has minimum requirements in the way of space, power consumption, operating and maintenance attention. Available soon, **S-E 10 kw Amplifier.**

Getting on the air with a powerful signal

S-E 3 kw FM Multiplex Transmitter takes less space than comparable equipment, can't be surpassed for signal quality, operating simplicity, all-around economy. Available soon, **S-E 10 kw FM Multiplex Transmitter.**





Updating your present transmitter

S-E FM SERRASOID® Multiplex Exciter replaces modulator panels in old Western Electric or similar FM transmitter to bring performance up to present-day standards.

®TRADEMARK REGISTERED U. S. PATENT OFFICE

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STANDARD ELECTRONICS

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Burying the hatchet—sort of

In their prepared texts at least, independent radio's Gordon McLendon and network's Matthew J. Culligan (NBC) more or less called quits to the network vs. indie debate to join forces in fighting "the other media."

"In good conscience, I cannot abuse network radio here today," Mr. McLendon said. "The networks are doing whatever they can to stay in business and having been in that situation myself long ago (Liberty Network) I can understand. I am sad to see some networks selling announcements to national advertisers for less than $5 per station. On our stations, we wouldn't let an advertiser burp for $5. Yet who is to say I wouldn't do differently when the question is survival?

"Particularly can I not abuse NBC radio, for with all its problems, NBC gave this industry its first and greatest heritage."

Also asserting other radio problems are more important than continuing the network vs. independent fued, Mr. Culligan good-naturedly said, "I am perfectly willing to be bloodied and battered by Mr. McLendon before this audience if he would take his victory here as final satisfaction for his ego and henceforth direct his undoubted talents to the selling of a new radio image against our competitors—all other advertising media."

every experience that a network operator can have, including one experience that some other network operators must yet experience—that of going out of business," he quipped.

Mr. McLendon said he preferred to discuss the "real problems of radio" such as the contention "that all popular music stations can be different and have a different personality." He explained some have compared the situation to that of newspapers, that while all have the same basic big news stories, each has a distinct personality and its own circulation.

"This may be true of newspapers," Mr. McLendon, said, "but the analogy is inapplicable to radio. Unlike newspapers, where rewrite and columnists and editorial content is markedly dissimilar, radio stations specializing in popular music base three of every four minutes of programming on the *same* records."

Out of the Groove • Radio's major need today, Mr. McLendon said, "is for experimentation in new program techniques. In markets below the top 10, there is simply no room or excuse for six or seven popular music stations all of which sound virtually alike—although their owners would deny it—and many are already suffering financially." Citing plans to experiment with KABL San Francisco as a good music station, Mr. McLendon noted "a fellow in Portland is trying an all-talk station and my hat is off to him. Perhaps experiments will be made in the field of news stations, or more specialized, in financial stations, or all-sports stations, or perhaps somebody someday will originate a station that programs soap opera all day."

Radio today also needs "more originators and fewer imitators," Mr. McLendon asserted. "A few months ago, we had a new idea in Dallas and put it on the air. I wanted to try it out before I gave the idea to our other stations. But I was too late. Before I could give it to our Louisville station, another Louisville station had already monitored us in Dallas and had it on the air in Louisville, Too few stations are *originating* these days. Ninety percent are merely copying."

Mr. McLendon said American radio "must begin to combat the power of the printed word. All of us have encountered the average citizen who is awed by his name, or that of his business, in print. I have but one suggestion for overcoming this print phobia. It is both the duty and the necessity of every radio station to editorialize." He said that after five years of sustained editorializing by KLIP Dallas, the station "is now given the respect formerly reserved in most markets for the printed word alone."

Mr. McLendon said of radio's opportunity, "In these days to come, as we chase the sun, radio must seize the news leadership of the nation. And what a period of service faces radio in this amazing day when our east coast is the west coast of the Rhine and the defense of Portland begins in Shanghai."

Why solid news policy is 'must' for stations

Enterprise and responsibility in the presentation of news can build prestige and audience, according to a Friday morning panel at the disc jockey convention consisting of Morgan Beatty, NBC; Dave Muhlstein, KLIF Dallas, and Dick Schmitz, KAKC Tulsa. Their views varied, however, as to the extent to which sound or "showmanship" may be used to accentuate news programming.

Mr. Beatty said the "seasoned national-regional-local team approach" is the only way "to win the battle against eager beaver politicians, who either try to hide political mistakes, or look for more services to perform for the people —usually bumbling, bureaucratic services at that. This is the only way to put fear into the hearts of those who pass odd-ball rulings—such as equal time formulas. This is the only way to keep the critics in their places and win the audience we deserve."

Mr. Beatty detected a drift away from this total responsibility concept in some segments of the radio industry —"those stations and deejays who read press association salvage broadcasts over the air, with occasional bulletins thrown in to make it look legitimate." He felt if the trend grows "the practice will destroy the financial vitality of the station and the wage levels and enterprise of the deejays and announcers who do it."

Assuring his remarks were not an attack on the wire services ("what is wrong here is wrong with us"), Mr. Beatty said he has heard disc jockeys occasionally read serious bulletins "as building blocks to reflect their own clever images."

"When they do this," he said, "they ignore the fact that nearly every American family, including the young rock and rollers, has a voluntary—or involuntary—representative in our armed services, and they lead hazardous lives in the cold war age. Kidding or slurring, or plain careless reading of serious news, is kidding the blood of the people."

The basic duty of the radio industry, Mr. Beatty said, "is to provide balanced news—a combination of local and network enterprise, that meets the challenge of government, of the press, and the magazines, yes, even television."

Radio's Big Chance • Mr. Muhlstein expressed amazement "that there are still some holdouts to the value of a real, honest-to-goodness news operation." He said "radio news today has a chance for its finest hour since World War II."

The KLIF news director noted television news "to a great extent is riding along on its 'magic' concept and in most areas is doing little in the way of imaginative reporting. And newspapers still are hampered by the mechanical procedure of publication. Radio news remains first, when it's run as a heads-up operation."

Stating that on the other side of the coin some stations have become "over-zealous" in their effort to prove

The Ones That SERVE Are The Ones That SELL

In DES MOINES... KRNT RADIO and TV

In this area, most people have learned through years of experience that KRNT and KRNT-TV stand above all others in service to the public, day in and day out. Most people turn to these stations for help and information. During Iowa's blizzard of March 5 and 6, worst in the past decade, more Des Moines people chosen at random in an impartial survey of 500 telephone calls made March 6 said they listened for the greatest part of the time to KRNT TOTAL RADIO for storm news and information than all other stations combined!

Another outstanding example of public service occurred when KRNT-TV, in cooperation with the local Medical Society, planned and televised coverage of a "miracle" heart operation. Television made it possible for all Central Iowa doctors to benefit from viewing a new "mechanical heart" in actual operation.

Still another public service "tie-in" was with Goodwill Industries of Des Moines. A completely isolated appeal for neckties for re-sale by Goodwill Industries resulted in a landslide of ties to KRNT-TV's dominant emcee personality.

No wonder most people listen to, believe in and depend upon KRNT and KRNT-TV . . . selling Iowa because they're serving Iowa. In 1958, KRNT-TV presented 5,620 public service announcements; KRNT RADIO presented 5,628.

Serves BEST...Sells BEST In DES MOINES....

KRNT

RADIO and TV

Represented by **The KATZ AGENCY**

their news "is the most recent, the most daring, the most sensational," Mr. Muhlstein cited the recent board action of the Radio-Television News Directors Assn. which charged such operations "with distorting the news and deceiving audiences." He said, "I'm not going to defend these stations, because I agree with many of the RTNDA charges. But I cannot help but feel that behind the charges there is at least a portion of sour grapes. There's not a phony news operation in the world that can last for any great length of time in competition with top-notch, top-quality news gathering and reporting."

The KLIF news executive said "news may not be vaudeville, but whether it's heard on radio, seen on television or read in the newspapers, news demands some degree of showmanship." Citing how the KLIF mobile unit was on hand when a bank robber was captured and taped the full story including the comments of the robber, he said, "no hoaxes, no phony showmanship. Just using the tools we've been given.

Building Listening • KAKC's program director, Mr. Schmitz, said disc jockeys sometimes turn up their nose at news, but "news itself can be an audience builder, particularly in the case of the format stations." He said KAKC learned "that as our ability to cover and report news fluctuates, so does our rating."

As to the frequent argument that "there's not much news today," Mr. Schmitz noted that contrarywise "that in many cases the only things new in a three-hour disc jockey show might be found in the newscast. And since learning something new and keeping up with the times is apparently a characteristic of people in general, the well-built newscast might conceivably be the major determining factor in the d.j.'s rating."

Mr. Schmitz also said he basically agreed with the RTNDA ruling against use of techniques which would tend to misrepresent the news, but he felt the "sound" of the news is significant and can be profitably and properly controlled. By "sound" he meant rewriting, use of present tense where possible, updating a story, developing a local personality to deliver the news and use of multiple voices such as is achieved by tape or disc inserts.

Reps talk of teens, new sounds—and reps

The much-maligned American teenager was described as a segment of the "mass American market which should be of tremendous importance to the advertiser" by Robert Eastman, president of Robert Eastman Co., New York, at the d.j. convention.

Speaking on a Friday morning panel, "Radio Reps Are Salesmen Too," Mr. Eastman termed the young audience (15-30 years of age) the "headwaters of the market." He called the younger generation "most impressionable" and said they are just beginning to form their brand preferences, marrying, forming new consuming households and raising children.

"A great misconception of Madison Avenue is to the effect that all these young people are raising is hell," Mr. Eastman continued. He said national advertisers do not realize that "spot radio alone really delivers this youth market."

"We have observed in our national spot selling a tendency to apologize for or conceal the [radio's] youth appeal." Admitting that the nation's youth is only one segment of radio's reach, Mr. Eastman said radio reaches the "entire family and all classes of people in all economic strata."

Accentuate the Positive • But, he said, radio must stop maligning the teenager, through such negative approaches as: "our station reaches more adults than your station, or our audience composition figures prove our listeners are the people who have the money to buy."

"The teenagers," he added, "are the influentials. They influence millions of product purchases in all types of merchandise." Mr. Eastman concluded: "They are susceptible through spot radio personalities to be sold the products which will become a part of their homes when they marry and begin to raise a family."

In another speech, Arthur H. McCoy, executive vice president, John Blair & Co., New York, called for more creativity on the part of the air personality through the development of new sounds. He said: "You gentlemen spend more time working with sounds than any other group in the business."

Mr. McCoy suggested that d.j.s with specific creative sales ideas turn them over to station management and reps. He said: "We can make advertisers listen if we have creative ideas to shake them loose from the rut" they're in.

Expanding Role • The final panel member, Stephen A. Machcinski Jr., executive vice president, Adam Young Inc., New York, spoke about the changing role of the station rep. He said that today, more and more reps are giving stations outside objective thinking about the individual station's image.

He said there is a strong case for such objective thinking "from someone who can see your station and its problems in better perspective than someone intimately involved in the operation." He added that the rep's "counsel should be sought the way you would seek the advice of a consulting engineer on an engineering problem."

Mr. Machcinski described the station image as being based, in part, on "methods of programming, doing business, selling, advertising and promotion, and follow up."

Useful Creativity • He suggested that the station rep could be useful in either creating the image or improving the image of a station by (1) making the "station aware of the problem sur-

WHAT THE D.J. IS THE STATION IS TOO

The disc jockey must be alert to the station's overall public responsibility, Harold E. Fellows, board chairman and president of NAB, said Friday morning in his keynote speech opening the disc jockey convention.

"The complexity of civilization has led to a diffusion of responsibility," Mr. Fellows said. "In fact, it has affected you in a way that is somewhat terrifying. There are hours of the day, and important ones too, when you alone are in direct communion with most of the citizens of the U.S., and upon you alone—in your comportment and judgment—depends the reputation of the entire American system of broadcasting. I cannot say to you in a word . . . how needful it is that you be aware of this great challenge to your integrity and decency and good judgment."

Warning against the pitfalls of self-glorification the trap into which public personalities may fall. Mr. Fellows said, "you are the station and all of the people who made it possible for you to be on the air. Your responsibility is to the members of that team—the executives, secretaries, the salesmen, the engineers, your colleagues of the program department and your fellow performers, just as your responsibility runs to the audience itself."

Mr. Fellows felt a few disc jockeys overlook this basic consideration. "They become so intent upon projecting themselves as characters, or as dominant and influential figures on the local scene that they fail to remember that they are but a part of this overall and comprehensive effort that comprises a thing we call a broadcasting station."

rounding the development of a good image"; (2) showing "how to present the story of the station in its best light"; (3) suggesting "how to best promote the station through advertising and direct mail," and (4) suggesting how "to give the kind of service that agencies and advertisers expect."

Mr. Machcinski concluded: "The role of the station representative is becoming increasingly complex. He is doing considerable research and promotion, handling advertising and publicity and performing many functions that were not done previously. It will become more complex . . . if radio is to become a basic primary medium . . . Properly used radio is a great buy for any advertiser . . . who wants to reach the most people with the most frequency for the lowest cost and obtain excellent sales response for his money."

Thespians nurtured • CBS employes in all categories have a chance to grow theatrically under the network's new workshop program, "Dimensions-in-the-Round." An outgrowth of its strictly audio predecessor, "Dimensions-in-sound," the new project encompasses all phases of the theatre. The first arena-style performances took place May 7-8 at the CBS-TV Production Center in New York. Along with dance sequences and a monologue, the group presented a one-act play directed by Charles N. Hill who has filled a similar capacity for *Person to Person*. Shown in a scene from the play are Judy Miller, a secretary with *Look Up and Live*, and Stan Bakis of the CBS mimeograph department.

Music men see swing toward better tunes

A trend toward better music was noted at a Saturday morning (May 30) panel by Dave Cavanaugh, Capitol Records, Hollywood, while a strong defense of the record manufacturer as a reactor to public taste rather than a generator was expounded by Joe Kolsky, executive vice president, Roulette Records, New York. Jack Karey, WCFL Chicago, called upon the disc jockey to use his influence more constructively and to be more selective in his choice of records.

Mr. Kolsky said "Roulette Records is in the business of dispensing home entertainment, not the kind of home entertainment we want, or that Joe Kolsky wants, but the kind of home entertainment the public wants and, what is more important, will be willing to go out and buy." The same is true of the disc jockey, he contended. "If he starts playing the type of music he likes or the type of music he thinks his public *should* have, and not what they want, he's going to find himself spinning records at home and not on the air."

Concerning the complaint stations refuse to play "adult music" and instead program to the "lolly-pop crowd" which "does not buy the autos, tv sets, washing machines and furniture sets that buy the air time," Mr. Kolsky noted a great many stations have a lot of advertisers using such programming and still are selling plenty of autos, tv sets and other goods. "Maybe there is a vast underground of adults who listen to these stations too," he said.

Stop and Listen • Mr. Karey urged the disc jockey to "come of age" and asserted that the d.j. is the most powerful single force in music, broadcasting and his community. Mr. Karey suggested more selectivity in choice of music played for the good of the recorded music field itself. His conclusion: rock and roll is not necessarily "garbage" but "garbage" most often is "rock and roll." His recommendation: "Let's audition before we play."

Balanced programming is still worth the time it takes to prepare it, Mr. Karey said, calling for originality and individuality among d.j.s through professionalism rather than "haphazard" programming.

D.j.s can better serve their communities, the Chicago panelist said, by selling public interest projects as "genuinely as the most lucrative commercial account on the log." He claimed that while public service may be "dirty words to the sales department," they represent success to the people who feel the d.j. adequately performs his job.

Musical Taste • Mr. Cavanaugh reported his feeling that "there is a trend that is rapidly growing stronger for better music. As evidence of this, we merely have to look at the tremendous rise in importance of record albums—albums that generally speaking contain songs with much more musical merit than the songs that usually make up the 'Top 40' lists. Also as evidence are a few sponsors and advertising agencies that have come to the realization that radio programming based on music primarily designed for teenagers may be great for selling soft drinks and chewing gum. However, programming of this type does not have too much appeal for the majority of consumers."

During an earlier panel on the problem of excessive new record releases, Mike Maitland of Capitol Records, said, "The record companies spend a lot of time, money and effort in a constant search for new talent, new ideas and new ways of presenting them. Unless there is a ceaseless flow of good new talent and good new ideas, we're all going to be hurting."

He exhorted his audience, "No matter how many records you receive each day or each week, you've got to make the time, however long it takes, to give a fair audition to each record that comes your way. And I mean every record, not just the Sinatras, Presleys and Pat Boones. The records we want you to play are the ones by the kids you've never heard of, the kids who are tomorrow's Sinatras, Presleys and Boones."

On their part, the record companies can and should be more selective about their releases, Mr. Maitland said. Reporting that in 1957, 211 record companies released 4,194 records and in 1958, 373 companies (over a 75% increase) put out 4,703 records, he noted that five major companies, Capitol, Columbia, Decca, Mercury and Victor, cut back on single-record releases by nearly 20%. "The answer is selectiveness," he declared. "If the company doesn't have something good they shouldn't release anything."

Omaha radio-tv awards

KMTV (TV) Omaha, Neb., won five Gold Frame programming awards of the Radio-Television Council of Omaha. WOW-TV and KETV (TV) there won four and one, respectively. In the radio programming category WOW won five Gold Frames. KBON and KFAB there won three each.

Summer to see seven new network tv shows

The three television networks are currently offering a total of seven new shows on their nighttime summer schedules. ABC-TV has one; CBS-TV lists a new series but does not call it a summer replacement; and NBC-TV names five, two of which have already started.

With the network schedules virtually set, it appears that 78 programs, roughly 70% of all the nighttime shows, will be all or partly reruns.

The new shows, by network, are: ABC-TV—*Music for a Summer Night* (Wed. 7:30-8:30 p.m.), starting June 30. CBS-TV's qualified replacement is *Brenner* (Sat. 9-9:30 p.m.), starting June 6. Singer Andy Williams returns to CBS-TV with his own summer show starting July 7 (Fri. 10-11 p.m.). At NBC-TV, the schedule includes *Kraft Music Hall Presents Dave King* (Wed. 9-9:30 p.m.), which started May 20; *Texas Rodeo* (Thurs. 7:30-8 p.m.), which was launched April 30; *Who Pays?* (Thurs. 8-8:30 p.m.), starting July 2; *21 Beacon Street* (Thurs. 9:30-10 p.m.), starting July 2, and *Perry Presents* (Sat. 8-9 p.m.), starting June 13.

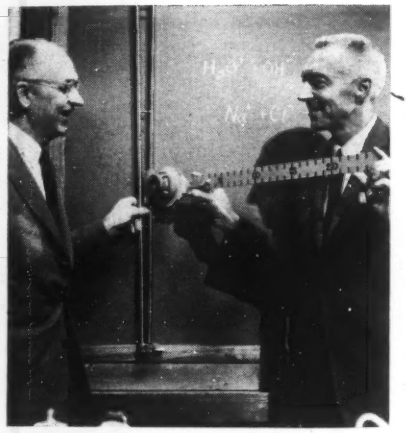
According to BROADCASTING estimates, by the middle of summer there will be 39½ nighttime hours of repeats per week. From this past season, a total of 29 live programs will continue through the summer, with only occasional reruns planned by a few.

Chemistry added to NBC-TV curriculum

Like conventional schools throughout the U.S., NBC-TV's year-old *Continental Classroom* will be expanded next September. In addition to repeating the full course in Atomic Age Physics, the program will offer a two-semester college level course in Modern Chemistry to be televised in color, according to NBC board chairman Robert W. Sarnoff.

Starting Sept. 28, the current physics course taught by Dr. Harvey E. White will be repeated by tv tape recording and kinescopes from 6 to 6:30 a.m. The 160-lesson course in chemistry is scheduled to follow from 6:30 to 7 a.m. Dr. John W. Baxter, professor of chemistry at the U. of Florida, will be taking a year's leave of absence to teach the tv chemistry course. Nobel prizewinning chemists and other outstanding scientists will be guest lecturers, it was announced.

Approximately 300 colleges and universities are expected to carry Modern Chemistry for academic credit, 35 more than the current total for Atomic Age Physics. Mr. Sarnoff said that the decision to expand *Continental Classroom* reflected both the first season's success and "the great need that must still be served."



BLACKBOARD SWITCH
Physicist White (l) to chemist Baxter

To be taped in color in NBC's New York studios, the new half-hour class is under the supervision of Edward Stanley, NBC director of public affairs. Dorothy Culbertson is executive producer; Robert Rippen producer and Marvin D. Einhorn director.

The American Chemical Society and the American Assn. of Colleges for Teacher Education are partners with NBC in presenting Modern Chemistry. Financial backing is from the Ford Foundation, E.I. duPont de Nemours & Co., new donor to the program; Bell Telephone System, General Foods Fund, International Business Machines Corp., Pittsburgh Plate Glass Foundation, Standard Oil Co. of California, and United States Steel Corp.

Regis Films plans four tv-tape series

Regis Films, sales organization for the five-minute animated tv series, *Crusader Rabbit*, is going into program production as well as distribution, a move made possible by tv tape, Lee Argel, Regis vice president, has announced.

Four tv tape program series are being developed by Regis, Mr. Orgel reported. They are: *Beat the Genius*, a panel program in which five specialists, each an expert in his own field, match wits with a "genius" who takes on all comers; an untitled interview-discussion series with musician Artie Shaw as interviewer and name guests, such as J. Lee Cobb and Julie London, who discuss the effects of being a celebrity on an individual's private life in one of the first tapes of this series; *Chopsticks*, a musical quiz with John Scott Trotter as m.c. and five talented youngsters, aged 9 and 12, seated at baby grand pianos on which they play their answers to the questions, and a five-minute strip series featuring Morrie Amsterdam as a stand-up comic with a commentary on topics of general interest.

The first three projected series are being produced by Regis in cooperation with Ross-Danzig Productions, Mr. Orgel said. The fourth is a solo venture by Regis. The Artie Shaw series and *Chopsticks* have aroused interest from the networks, Mr. Orgel said, with the Amsterdam and *Beat the Genius* programs to be put into immediate production for syndication to stations in time for use on the air starting this fall.

Regis also has a film series in preparation, a documentary-adventure series with Greg (Pappy) Boyington, Marine aviation ace in World War II, as host to introduce each week's broadcast.

California stations win AP news awards

Two CBS-owned stations, KCBS San Francisco and KNXT (TV) Los Angeles, were top winners of awards for metropolitan broadcast stations made May 23 at the 11th annual meeting of the California Associated Press Television & Radio Assn. in San Diego, Calif. Each of the pair was voted an award for general excellence of presentation. KCBS also won one award for excellence and four for merit in the various program categories; KNXT won one award for excellence and three for merit.

KACE Riverside walked away with honors among non-metropolitan radio stations, winning not only the award for general excellence but three awards for excellence and three for merit in the individual program classes. KXTV (TV) Sacramento (formerly KBET-TV) was overall tv winner in the non-metropolitan field, also receiving an award for program excellence in the news category. Special awards went to the Armed Forces Radio Service for its coverage of the 1958 elections and a documentary, "Flying Tiger."

Award winners were selected by a panel of judges representing the Michigan AP Broadcasters Assn. Awards, covering broadcasts made during 1958, were;

News: Metropolitan radio for excellence—KNBC San Francisco "Noon News;" for merit—KFI Los Angeles "Pat Bishop Reports," KCBS San Francisco "California Tonight." Non-metropolitan radio for excellence—KACE Riverside "Radio Newspaper;" for merit—KMYC Marysville "Bradley's Breakfast News." KSCO Santa Cruz "Local News," KUKI Ukiah "Radio Ukiah News." Metropolitan television for excellence—KTTV Los Angeles "George Putnam and the News;" for merit—KNXT Los Angeles "Ten O'clock Report," KRON San Francisco "11 O'clock News with George Mar-

CBS Television for Eastern Iowa • Channel 2 • Cedar Rapids—Waterloo • Affiliated with WMT Radio; KWMT Fort Dodge • National Reps: The Katz Agency

His secret's out in WMTland.

National rating: 34.

WMT-TV rating: 55.*

*In a 3-station marke
(Station B: 13.5; Station C
4.7). All ratings ARB.

tin." Non-metropolitan television for excellence—KXTV Sacramento "News with Hank Thornley."

Farm: metropolitan radio for excellence—KNX Los Angeles "The Nelson McIninch Show;" for merit—KNBC San Francisco "Farmer's Digest."

Sports: metropolitan radio for excellence—KNX Los Angeles "Sports Final;" for merit—KCBS San Francisco "Don Klein's Sports Notebook," KNX Los Angeles "Sports Storey" Metropolitan television for excellence—KNXT Los Angeles "Gil Stratton's Report."

Special events: metropolitan radio for excellence—KNX Los Angeles "Malibu Fire;" for merit—KABC Los Angeles "Stompanato Highlights," KCBS San Francisco "Trade With Red China—How Soon?" Non-metropolitan radio for excellence—KSCO Santa Cruz "Flood;" for merit—KACE Riverside "Opening Night at the Opera." KACE Riverside "San Quentin Death Row Interview," KPRL Paso Robles "Dorothy at the Traveling Mike." Metropolitan television for excellence—KTTV Los Angeles "Year End Review;" for merit—KFMB-TV San Diego "Sycamore Canyon." Non-metropolitan television for excellence—KSBW-TV Salinas "Flood—1958." Special award, Armed Forces Radio Los Angeles "1958 Election." Documentary: metropolitan radio for excellence—KCBS San Francisco "Remember 1958;" for merit—KABC Los Angeles "Space Travel," KNX Los Angeles "The Hanging Face of Hollywood," KFMB San Diego "USS Ranger." Non-metropolitan radio for excellence—KACE Riverside "The Felicitas Murder Case." Metropolitan television for excellence—KRON San Francisco "The Lonely War;" for merit—KNXT Los Angeles "Thou Shalt Not Kill," KFMB-TV San Diego "Survival In Space." Special award, Armed Forces Radio Los Angeles "Flying Tiger."

Commentary: metropolitan radio for excellence—KABC Los Angeles "William Winter;" for merit—KCBS San Francisco "Don Mozley Reports," KFI Los Angeles "Six O'clock Journal." Non-metropolitan radio for excellence—KACE Riverside "Wayne Brice Must Not Die;" for merit—KACE Riverside "Do You Hate America?" KOWN Escondido "Reports From Palomar." Metropolitan television for excellence—KRCA Los Angeles "California Report;" for merit—KNXT Los Angeles "Thou Shalt Not Kill," KTTV Los Angeles "Narcotics Story."

In addition, 16 stations received recognition for cooperation in reporting local news to AP. Certificates of excellence went to KMYC Marysville, KUBA Yuba City, KPRL Paso Robles, KUKI Ukiah, KSCO Santa Cruz, KACE Riverside, KUTY Palmdale and KFMB San Diego. Certificates of merit for news cooperation were awarded to KGEN Tulare, KWIP Merced, KGO San Francisco, KXTV (TV) Sacramento, KOBY San Francisco, KCBS San Francisco, KENL Arcata and KUDU Ventura.

Eidophor Inc. set up by CIBA for C-C tv

CIBA has entered the closed-circuit television business. The Swiss drug, dye and plastics concern last week announced formation of Eidophor Inc., wholly-owned subsidiary which is to handle the new million-dollar venture.

Named president of Eidophor was Roderic L. O'Connor, former assistant secretary of state, and since Jan. 1 vice president and counsel of CIBA States Ltd., New York, which manages U.S. operations. The new company's vice president and general manager is Felton Davis Jr., who headed the medical tv unit of CIBA Pharmaceutical Products Inc., Summit, N.J.

Basis for CIBA's diversification is ownership of the Eidophor large screen, black-and-white and color tv projector, which had its first U.S. showing at the close of last year (BROADCASTING, Dec. 29, 1958). It features an independent light source allowing for projection of a 40x30ft. monochrome of 20 x15 ft. color picture. Contrast equivalent to that in good film projection is said to be obtainable.

Initial plans call for production of closed-circuit tv shows for business. Eidophor has entered an agreement with Teletalent Inc., New York, whereby the latter will produce the shows to be broadcast via Eidophor equipment. By fall, coast-to-coast monochrome projection is expected to be ready. Color for the immediate future will be limited to six locations within a 50-mile radius.

Movieman sues RKO over tv distribution

Tv distribution of six theatrical motion pictures produced by Benedict E. Bogeaus for RKO Radio Pictures has been halted by a preliminary injunction issued Monday (May 25) by Los Angeles Superior Court Judge Ellsworth Meyer. The injunction is a prelude to two suits totaling $7.5 million brought by Pinecrest, Alpine & Filmcrest Productions, of which Mr. Bogeaus is president and principal stockholder, against RKO Teleradio and its parent company, General Tire & Rubber Co. The complaint charges RKO with improper distribution of the pictures, alleging that they were released to tv stations owned by RKO without competitive bids from other stations and generally without efforts to secure the best revenue. Other breaches of distribution agreements are alleged, including a charge that RKO refused to deal with talent unions regarding residual payments for the tv showings and that RKO packaged the Bogeaus pictures with "others of inferior quality." The six pictures are: "Cattle Queen of Montana," "Tennessee's Partner," "Slightly Scarlet," "Pearl of the South Pacific," "Appointment in Honduras" and "Silver Lode."

NBC-TV fall schedule: 'Tv for every taste'

A fall nighttime schedule that is 60% new, more than 150 specials in prime time and "at least seven major informational programs at peak viewing hours," was promised last week by NBC Board Chairman Robert Sarnoff.

In one of his regular letters to tv-radio editors, he also said that "a key Sunday night time period devoted primarily to original, live, in-color, New York-originated dramatic shows" is on the fall schedule.

Speaking of the "image" that NBC-TV expects to present, he said that if this fall's schedule doesn't present "rewarding television for every taste," then "I will offer to swap images with Jim Knight" [publisher of the *Miami Herald*, who has been writing that newspapers should improve their own "image"].

Mr. Sarnoff said that if NBC-TV were not conscientious about the "face it exposes," it "would have a crackling good private-eye or western series on Sunday from 8 to 9." "Nothing," he said "would be more saleable." Instead, he continued, NBC-TV has scheduled *The Sunday Showcase*, which he described as "primarily original plays, especially created for television by the medium's most gifted playwrights."

Mr. Sarnoff said the network plans to "practice a liberal withholding policy in the Sunday night period so that the *Showcase* productions will be interspersed irregularly with other specials ranging from variety and comedy hours to dramatic classics to news and public affairs."

Affiliation talks held by SDIG, SDGA

Screen Directors International Guild, which represents directors employed at film studios in the East, has been holding talks with the Screen Directors' Guild of America in Hollywood toward setting up an affiliation agreement. Members of SDIG last week endorsed a resolution recommending the approval of the general basis for affiliation. Under this proposal, SDIG would become the New York branch of SDGA after both groups approved the revised SDGA by-laws, making such an affiliation possible.

Under terms of the agreement, directors in the East would retain the power to deal with all local problems, including collective bargaining, government, finances and discipline over members working under its administration. The New York branch would be represented on the national board of SDGA in numerical proportion to its membership strength, and all east and west coast directors would enjoy equal working privileges.

• Program notes

• MCA Tv Film Syndication Div., N.Y., has completed its initial sale on *Shotgun Slade* mystery-adventure series to P. Ballantine & Sons, Newark, covering 28 markets in 17 eastern states, it was announced last week by David V. Sutton, vice president in charge of the

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All selling is LOCAL, and this effort to localize sports with thorough, creative and imaginative coverage has made WBEN-TV audiences large and loyal. It also helps make your TV dollars count for more on Channel 4.

WBEN-TV CH. **4**

CBS IN BUFFALO

Represented nationally by Harrington, Righter and Parsons

division. The agency for Ballantine is Wm. Esty Co., N.Y. The series, starring Scott Brady, now is being offered for sales in other parts of the country.

• The signing of orchestra leader Lawrence Welk to an exclusive radio-tv agreement with the Dodge Div., Chrysler Corp., and ABC was announced last week. Mr. Welk, who currently has two weekly programs on ABC-TV, will concentrate on one tv program in the fall—*Lawrence Welk's Dodge Dancing Party* (Sat., 9-10 p.m.) It was reported that Mr. Welk also signed a separate agreement with ABC covering a period of five years.

• Gomalco Enterprises, producer of the *George Gobel Show*, filed a $1 million damage suit May 22 against NBC, NBC International and BBC. The suit charges that use by BBC last year of the Sept. 23 and Oct. 7 Gobel shows was unauthorized. The suit is filed by Pacht, Ross, Warne & Bernhard in the Superior Court of Los Angeles.

• The UPI Broadcasters Assn. of Massachusetts' annual Tom Phillips Awards for the state's best news broadcasts have been given to WEEI Boston and WKOX Framingham. The former's is for newscaster Ellis Mott's disclosure of industrialist Bernard Goldfine's income tax debt. WKOX's award is for coverage of last December's Chicago school fire.

• *Cold War—Berlin Crisis*—a one-hour documentary film syndicated by WPIX (TV) New York is in 34 markets at latest count. Most recent purchasers: WSLS-TV Roanoke, Va.; WHEN-TV Syracuse, N.Y.; WSJV (TV) Elkhart, Ind; KVOS-TV Bellingham, Wash. KPHL-TV Phoenix, Ariz.; WBTV (TV) Charlotte, N.C.; KCTV (TV) San Angelo and KMID (TV) Midland, both Texas; WBTW (TV) Florence, S.C. and KKTV (TV) Colorado Springs, Colo.

• A new weekly hour series entitled *The Lawbreakers* will occupy the 7:30-8:30 p.m. Tuesday segment on CBS-TV, the network announced Wednesday (May 27). The series will commence Sept. 22 with Ralph Meeker starring in "Dillinger: A Year to Kill". The new series, which fills the time previously announced for *Destination Space*, is based on an idea by veteran crime reporter and tv film writer George Ellis and by Lester Gottlieb, director of CBS-TV program development. It will be produced by John Houseman, with Charles H. Schultz as associate producer.

• Monarch Productions Corp., N.Y., commercial, industrial and program film producing company, is expanding its services for east coast clients requiring west coast production. Monarch will utilize Hal Roach Studios, Hollywood, at the sales and production level. West coast clients will use Monarch's facilities in New York. The flexible arrangement was announced last week by Norman Berman, Monarch executive producer.

COLOR CASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

June 1-5, 8-10 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.

June 1-5, 8-10 (4-4:30 p.m.) **Truth or Consequences**, participating.

June 2, 9 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

June 3, 10 (8:30-9 p.m.) **Price is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

June 3, 10 (9-9:30 p.m.) **Kraft Music Hall** presents Dave King, Kraft through J. Walter Thompson.

June 4 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.

June 4 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

June 5 (7:30-8 p.m.) **Northwest Passage**, sustaining.

June 5 (8-9 p.m.) **Ellery Queen**, Gulf Oil through Young & Rubicam.

June 6 (10-10:30 a.m.) **Howdy Doody**, Continental Baking through Ted Bates.

June 6 (10:30-11 a.m.) **The Ruff and Reddy Show**, Borden's through Benton & Bowles and Mars through Knox-Reeves.

June 6 (8-9 p.m.) **Perry Como Show**, participating sponsors.

June 7 (7-7:30 p.m.) **Midwestern Hayride**, local co-operative sponsorship.

June 7 (7:30-8:30 p.m.) **Steve Allen Show**, RCA through Kenyon & Eckhardt.

hardt.

• NBC-TV plans 13 new programs for its *Wisdom* series next season. The half-hour interviews with elder wise men and women from varied fields will be produced by James Nelson, associated with NBC Special Projects since 1956, and will again have John Bloch as director. Among the topics for the new season: Classical ballet, specialized medicine, symphony orchestra conducting and humor. The series began in 1952.

• Radio & Television Directors Guild, New York local, reports the election of John J. Sughrue Jr., as president, replacing Tom Donovan. Other new officers are: Ted Nathanson, vice president; Cort Steen, secretary and Robert G. Myhrum, treasurer.

• Lewis Freedman is to produce and direct Westinghouse Bcstg. Co.'s public service series *In Praise of Learning*. Michael R. Santangelo will be associate producer.

• The tape of an interview KYW Cleveland, Ohio, News Editor Leah Montgomery had with a confessed murderer has been requested by Cuyahoga (Cleveland) County Prosecutor John Corrigan.

• Television Communications Inc (closed-circuit tv producer), S.F., names Martin & Tuttle, Seattle, northwest representative. Address: John Heverly, vice president, M&T, 1609 Tower Bldg., Seattle 1.

• The Taussig Paint Sales Co., Jenkintown, Pa., is producing "Lasticolor," a vinyl spray for quick redecoration of color tv props. The company says that it "dries so quickly that the same props could be used on different shows less than an hour apart."

• WDAU-TV Scranton, Pa., has given state Governor David Lawrence a copy of its coverage of his inauguration ceremonies. The 45-minute film includes the governor's inaugural address, shots at the inaugural ball and other footage of the two-day celebration.

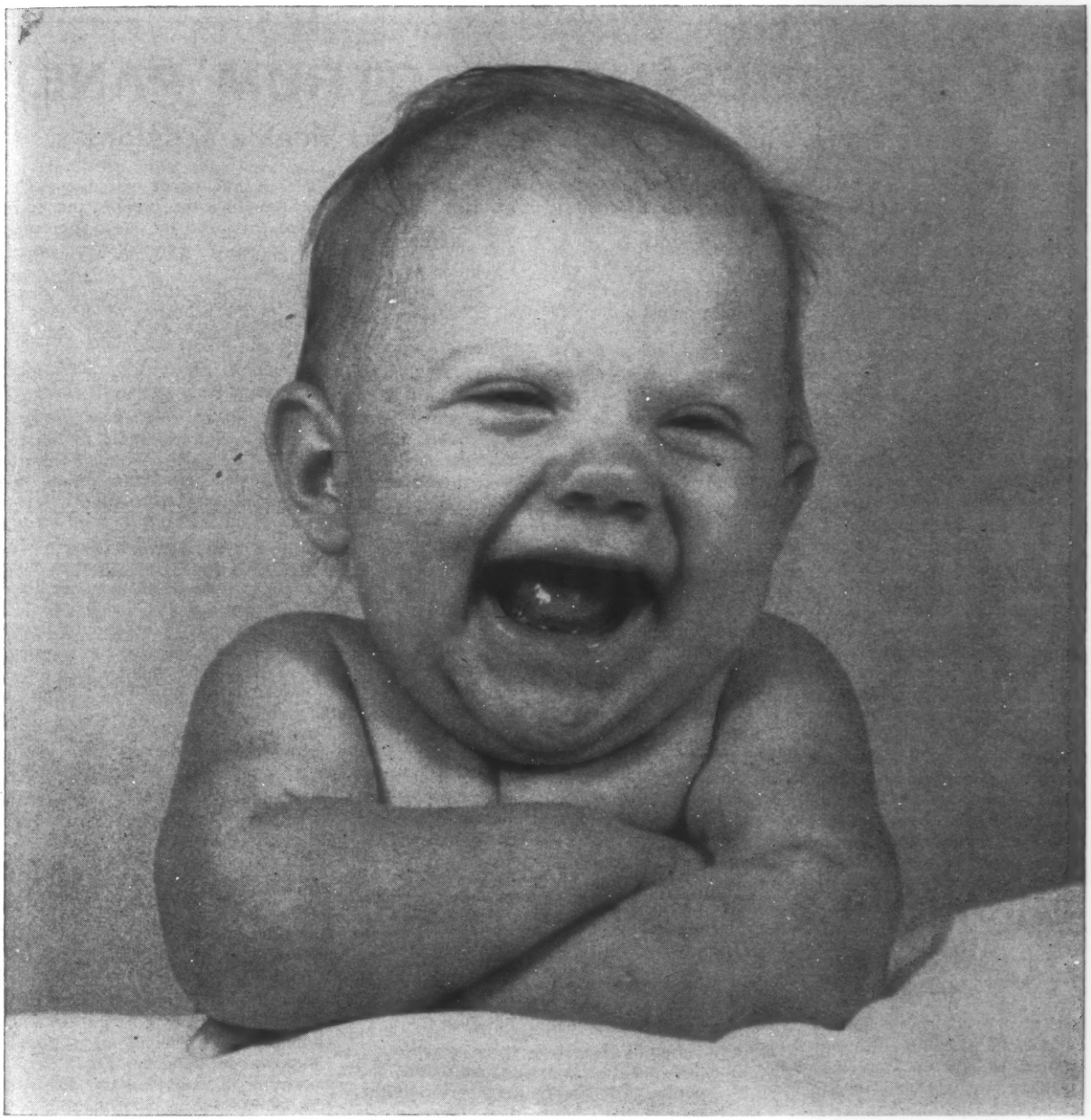
• NBC Radio's second *Image* series starts tomorrow (June 2). Titled *Image Minorities*, the four-week series will preempt the 8:40-10 p.m. EDT segment of *Monitor Summertime* Mondays through Thursdays, announced Albert L. Capstaff, vice president, radio network programs. The documented programs will examine the history, problems and ambitions of minority groups in the U.S. Topics include immigration, cultural traits and assimilation of various racial and religious groups, it was reported. The first series, *Image Russia*, was broadcast in January and February of this year. Peter Lassally is executive producer and director of the new series. Associate producers are Peter Flynn and Charles Grinker. Jim Holton is editorial supervisor. Alice Wallace and Jim Aldrich are the writers.

• Allied Artists Pictures Corp., Hollywood, Calif., has paid 13¾ cents a share on its 5½% preferred stock to stockholders of record June 3.

• Television production students with Northwest Schools (vocational training), Portland, Chicago and Hollywood, have selected their third annual Stella Award winners:

Best male vocalist—Perry Como; female vocalist—Dinah Shore; dramatic series—*Playhouse 90;* adventure or mystery—*Perry Mason;* western—*Maverick;* situation comedy—*Father Knows Best;* comedian—Red Skelton; newscast—Chet Huntley; musical or variety—Lawrence Welk; personality—Jack Paar.

• Compass Productions Inc., N.Y., is headquartered at 1841 Broadway, not 1341 as reported by the company in last week's BROADCASTING (May 25).



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HOUSE LINES UP SPECTRUM PANEL

Harris names panel participants for next week's sessions

The first step in a $200,000 investigation of the radio spectrum and allocations will be taken next Monday and Tuesday (June 8-9) in Washington when the Communications Subcommittee of the House Commerce Committee calls a panel of experts on the subject.

Increased demands for additional frequencies and expected future requirements by various government and non-government users have pointed up the necessity for such a study. Several members of Congress have called for an investigation by a specially-appointed commission while the White House has proposed its own study.

Who will be there • Names of the participants in the panel were finalized last week, Rep. Oren Harris (D-Ark.), committee chairman, said.

Government members will include Leo A. Hoegh, director of the Office of Civilian & Defense Mobilization; E. R. Quesada, administrator of the Federal Aviation Agency; Paul Goldsborough, Dept. of Defense, and Comrs. John Doerfer and Robert Bartley of the FCC.

Speaking for industry organizations will be D. R. Hull, president, H. Leslie Hoffman and Paul Chamberlin, Electronics Industries Assn.; President Harold Fellows, and A. Prose Walker, both of the NAB; Howard T. Head, Assn. of Maximum Service Telecasters, and Harold R. Huntley of AT&T for Communications Common Carriers.

Participating as individuals will be Victor E. Cooley, chairman of the President's Special Advisory Committee on Communications; Dr. Irvin Stewart, former chairman of the FCC and member of the Cooley committee; Dr. W. L. Everitt, dean of the U. of Illinois School of Engineering, and Frank G. Kear, Washington consulting engineer and member of the Cooley committee.

According to Rep. Harris, the panel will discuss "the nature of the problems attending the present and future utilization of the radio spectrum and the most appropriate and effective methods of approaching the examination and resolution of these problems."

One of the government panelists will open the discussions with an explanation of the problems of dividing the radio spectrum among the various government and non-government users.

Many hands in pot • There is a great deal of confusion in this area because of the dual responsibility in allocating spectrum space. The FCC assigns frequencies to private users while the Administration allocates space to the government, including the military. Each spokesman from the government agencies will be given approximately 15 minutes to outline the specific problems of his particular organization.

Many involved in the problem, including several congressmen, look to the spectrum study as a possible vehicle for eventually providing more vhf spectrum space for broadcasting. Rep. Harris has pointed out that the first problem is to determine how much space is necessary for a truly nationwide, competitive tv service. He has indicated the belief that possibly 25 contiguous vhf channels will be sufficient while the FCC has talked of providing 50 channels through a swap with the military.

The FCC has a special meeting scheduled on allocations for today (Monday).

Rep. Harris has not given any indication what course the spectrum investigation will take following next week's panel. The committee still does not have a staff of allocations experts to help in the study.

ARKANSAN SPECTRUM PROBER

Rep. Oren Harris (D-Ark.) has never been known to refuse to meet a controversial issue head-on. And, the astute chairman of the House Commerce Committee and its communications Subcommittee is not ducking the issue in tackling a study and investigation of radio spectrum allocations.

At a time when the White House, military and Congress were squabbling over who—if anybody—should be authorized to investigate the spectrum, Rep. Harris asked the House for, and received $200,000 for a study by his own subcommittee.

A panel discussion (see above) on Monday and Tuesday of next week is the first public step by the subcommittee in implementing its investigation. Behind the scenes, the congressmen have had more than a little trouble acquiring competent staffers for the investigation. To date, not a single person has been retained on a full time basis.

It was natural for Oren (Doc) Harris to run for Congress from Arkansas' fourth district. The family name has been well-known in the district's 17 counties since late in the 19th Century.

Family Tradition • His grandfather first put the Harris name before the public as a county judge prior to the turn of the century. His father, in addition to farming, was at one time or another a tax assessor, county superintendent and school teacher—activities that caught the public's eye.

Young Oren continued to keep the Harris name in the forefront. First with his athletic prowess, then as prosecuting attorney for a four county area and as district governor of Lions International. In this last post, he traveled all over Arkansas' fourth congressional district addressing local clubs of the civic organization.

Consequently, when Oren Harris in 1940 decided to run for Congress, he was not offering the voters an unknown quantity. In the Democratic primary—which in Arkansas is tantamount to the general election—he defeated incumbent Rep. Wade Kitchens and has been representing the district in Washington ever since.

Rep. Harris became chairman of the House Interstate & Foreign Commerce Committee at the beginning of the 85th Congress, in January 1957. Widely-known as an expert on broadcast matters, he retained his chairmanship of the Communications Subcommittee upon being elevated to the full chairmanship.

Self Made Chairman • And in February 1958, when the internal fights of the Legislative Oversight Subcommittee were splashed all over the front pages of the nations newspapers, Rep. Harris appointed himself chairman of that controversial investigative body.

When he moved up from an ex-officio member of the subcommittee to the chairmanship, Rep. Harris stated: "I feel personally that I have now the greatest challenge of my life . . . I accept this challenge . . . I will stand or fall on the success of this investigation. . . . I am now calling for the most thorough investigation insofar as pos-

sible that Capitol Hill has ever seen."

Whether or not the subsequent investigation during 1958 and the subcommittee's work in the future will constitute "the most thorough investigation that Capitol Hill has ever seen" probably will be decided by historians of the future. But, the investigations already have caused the resignation and criminal indictment of former FCC Comr. Richard A. Mack and the resignation of the President's top aide, Sherman Adams.

As a result of the Oversight Subcommittee's work, Rep. Harris has been called just about everything that can be printed. Except for rare instances, he has steadfastly refused to enter into a controversary with his critics or to answer them publicly. There was open speculation in the press and among congressional colleagues that he would give up the chairmanship of the Oversight Subcommittee during the 86th Congress.

Rep. Harris' reply: "Not on your life. That's one job I'm not about to give up." In fact, he voluntarily tackled still another tough job in the Communications Subcommittee's investigation of the spectrum.

The Beginning • Oren Harris was born in Hempstead County, Ark., Dec. 29, 1903, a son of a farmer and school teacher. The Harris home was a combination frame and split log house. A teenage Oren decided to become an attorney one day while helping his father plow. The senior Harris told of his childhood hopes to become a member of the bar, but he was successfully discouraged by his mother. "I guess I decided right then and there to become a lawyer," Rep. Harris remembers.

However, money for schooling was something of a problem. As a 16-year-old, Oren Harris worked in the oil fields (in 1920) during the famous Smackover boom. Returning to farming the following summer, he harvested an extra good cantaloupe crop, thereby earning enough money for six months of high school.

In the fall of 1921, he entered Academy State Teachers College Prep School and attracted considerable fame as a football halfback. In fact, Oren's skill on the gridiron solved the problem of his future education as no less than a half dozen high schools offered him "scholarships."

He chose Prescott (Arkansas) High School and, in addition to excelling in football, he was a member of the National Honor Society (scholastic). Sports eligibility rules were somewhat lax in those days and, although Oren qualified for graduation in the spring of 1925, his certificate was held up until November so that he could play one more year of football.

After that final high school football season, he worked in a Prescott drug store until entering Henderson-Brown College (now Henderson State) in Arkadelphia in September 1926. It was while working in the drug store that he picked up the nickname "Doc."

Gridiron Hero • The first person Oren met at Henderson was Ed (Jug) Williamson, who became his roommate and today is chief clerk of Rep. Harris' congressional committee. "Jug" also was a star football player and the roommates claim, "We had a hell of a football team."

Student Harris became a campus leader immediately. He was president of his freshman and senior classes and in addition to a football scholarship, worked at various times in a sandwich shop, on the college yearbook and in the school's business office.

During the summers, Oren was sought out by various sandlot and semi-pro baseball teams because of his abilities as a catcher. He remembers being paid $5-$10 per game at the start and in later summers was employed on a monthly basis to play baseball. From 1940-54, Rep. Harris continued to star as a baseball player as the Democratic catcher in the annual congressional baseball game.

After the 1954 game, when Rep. Harris was 50, and he couldn't get out of bed the next morning, he accepted his wife's advice and "retired."

Graduation Gifts • But that's getting ahead of the story. From Henderson State, Mr. Harris went to the Cumberland U. Law School in Lebanon, Tenn. When he received his LLB (requirements could be met in one year) in 1929, "Jug" Williamson engineered a collect telegram of congratulations containing several hundred signatures.

"Doc" Harris got a look at the wire without paying and promptly sent his ex-roommate a large, extremely heavy box filled with bricks—collect—and Jug had to pay.

Mr. Harris taught school the following year and in July 1930 passed the Arkansas bar exam. He entered practice in Prescott but stayed there only a short time before moving to El Dorado to enter the law office of John E. Harris (no relation).

In January 1933, he became assistant prosecuting attorney and in 1936 was elected prosecuting attorney for the four counties of Union, Columbia, Calhoun and Ouachita. He remained prosecuting attorney until his election to Congress four years later. He also served one year as Lions district governor while he was the area's chief prosecutor.

CHAIRMAN HARRIS

Challenge accepted

The Family • Shortly after moving to El Dorado, Mr. Harris began dating Ruth Ross, whom he had known only slightly while in college. They were married in May 1934. The Harris' have two children; Carolyn Marie, 21, and Jimmie, 11. Carolyn, a senior at the U. of Arkansas, is the current National Cherry Blossom Princess. She also is captain of the university's cheer leaders squad and has been a cheer leader for three years.

In the fall of 1938, attorney Harris received one of the first FHA loans ever granted for the purchase of a home in El Dorado. A solemn ceremony was held just last fall in the Harris household when this 20-year-old mortgage was burned.

In addition to belonging to Lions International, Rep. Harris is a 32d Degree Mason, a Shriner, member of Knights of Pythias and Sigma Alpha Epsilon social fraternity. He sometimes teaches the Von Bible Class at Washington's Calvary Baptist Church.

On the rare Saturdays when Rep. Harris is not in his Capitol Hill office, he likes a round of golf and in the fall seldom misses a U. of Arkansas football game. Also, on occasion he can be found in the House gym beating a colleague in squash.

"I've been very fortunate and have a lot of friends who are responsible for my success," Rep. Harris said in explaining his 10 consecutive terms in Congress.

ALL EX PARTE ISN'T ALL BAD

Can even educate, Doerfer tells FCBA

The chairman of the FCC last week warned that some of the cures being proposed to cope with off-the-record representations before regulatory agencies may be worse than the disease itself.

FCC Chairman John C. Doerfer, commenting on "Extra Record Reliance in Rule-Making," told members of the Federal Communications Bar Assn. that an overall bar against commissioners talking to outsiders in so-called rule-making proceedings might work against the very thing the commissioners were appointed to acquire: expertise.

Mr. Doerfer said he was opposed to proposed legislation which would make all cases and proceedings before the FCC adjudicatory in nature.

"We must be free to talk to people, go to the library and research, make investigations in order to gain the knowledge to make policy," Mr. Doerfer said.

He added: "I have felt there is no question about my discussing any subject with anyone, unless it's an adjudicatory case. How else will I learn? How else will I become an expert?"

From the shoulder • Discussing the problem with unusual frankness, Mr. Doerfer proposed a working definition of an adjudicatory case and a rule-making case. It was this:

- Any proceeding involving a "valuable right" is adjudicatory.
- Any proceeding involving a hotly contested issue (as against a valuable right) is rule-making.

The general policy that the FCC would consider deintermixing some cities to try to overcome the problems of uhf and vhf was rule-making, Mr. Doerfer stated. But, he added, the specific deintermixture cases that resulted from that policy should not have been considered rule-making.

He likened this latter situation to spot zoning in municipal administration.

Redeeming Grace • Mr. Doerfer asked the FCBA to study the question and the proposals and come up with some plan which will save the "one redeeming feature of the whole scheme of regulatory agencies—experience."

"If you don't," he declared, "there's no need for an agency. There's no need for the FCC and its 1,200 people. It will become all court work."

The establishment of an administrative court—as proposed in some quarters as a solution to the *ex parte* problem—would be retrogression, Mr. Doerfer explained. It would result, he said, in the very thing Congress was trying to overcome in establishing the regulatory agencies—awkwardness, expense, long delay.

Aside from the regular adjudicatory cases (applications for new stations, changes in facilities), Mr. Doerfer said he felt that such matters as license revocations, and hearings on license renewals should also be included in the judicial category. As to the latter, he said, he thought the situation should become adjudicatory as soon as a complaint was filed.

Tender Area • The FCC chairman was treading on delicate ground.

The very identical subject—*ex parte* representations in rule-making proceedings—is on the agenda for discussion by the House Oversight Committee panel June 15. It is part of an overall discussion of various administrative process problems.

Early in May the U.S. Court of Appeals in Washington remanded back to the FCC the decision moving ch. 2 from Springfield, Ill., to St. Louis, Mo. The remand was on the ground that there had been off-the-record conversations with commissioners on this subject (BROADCASTING, May 11).

Pending before both houses of Congress are various bills which would prohibit FCC and other federal agency commissioners from having off-the-record contacts with anyone on any subject involving a proceeding before the agency. The most significant of these is Rep. Oren Harris' bill (HR-4800) which resulted from the recommendations of the House Oversight Committee sessions last year.

Malfeasance bill

A bill which would empower the President to remove any member of the FCC or the Federal Power Commission for inefficiency, neglect of duty or malfeasance in office has been introduced by Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee. The bill also would retain in office a member of the FCC or FPC whose term has expired until his successor "is appointed and has qualified." The bill, it was explained, would make the Federal Communications Act and Federal Power Act more uniform with the acts which created other agencies and commissions under the Senate committee's jurisdiction. Sen. Magnuson offered an identical bill in 1958.

FCC affirmed on ch. 7

The U.S. Court of Appeals in Washington last week upheld the FCC's handling of the four-year-old Buffalo ch. 7 case.

In a unanimous three-judge decision the court held no detriment was suffered by the other applicants from the various steps taken by the FCC in establishing the financial qualifications of successful

Norton's tv ideas his own—Astin

The director of the National Bureau of Standards has applied the muzzle to the rampaging Dr. Kenneth H. Norton and his campaign to persuade the FCC to reduce co-channel tv station spacing to as low as 100 miles (BROADCASTING, May 11, April 6).

Dr. A. V. Astin, NBS director, told FCC John C. Doerfer in a letter dated May 7, that Dr. Norton's recommendations on tv allocations was made in his capacity as a member of the Television Allocations Study Organization and "does not reflect the official views" of NBS. Dr. Astin said it would have been "more appropriate" if Dr. Norton's letter had been submitted as a minority TASO report. He said NBS was available to advise the FCC on technical radio problems involving tv allocations.

Publication of Dr. Norton's April letter was completely unauthorized, Dr. Astin said. The NBS director expressed his apologies for its having been released. He added that "steps have been taken" to prevent a recurrence of this "misunderstanding."

Mr. Doerfer replied on May 21 telling Dr. Astin he had read the letter to the other FCC commissioners and that it had clarified "what we all suspected."

Dr. Norton's April letter was addressed to Mr. Doerfer. In it the NBS radio propagation expert took issue with some of the TASO findings.

He urged that closer co-channel spacing of tv stations would "maximize" each channel thus permitting the assignment of additional vhf stations. CBS' engineering Vice President William Lodge publicly took issue with Dr. Norton, which spurred another communication from the Boulder, Colo., scientist.

WKBW-TV Inc. and in permitting that applicant to amend its engineering proposals. The court also, caustically, turned down Greater Erie Broadcasting Co.'s request that the court remand the August 1958 decision in favor of WKBW because of the Commission's findings on the reliability of its owner, Leon Wyszatycki. Greater Erie is the licensee of WWOL Buffalo.

The decision was written by Circuit Judge John A. Danaher for himself and Judges George T. Washington and Walter Bastian.

White House yanked 2,800 mc, airmen say

The FCC played second fiddle to the White House in taking frequencies away from civilians and turning them over to the military, it was charged last week.

The allegation was made before a three-judge panel of the U.S. Court of Appeals in Washington by lawyer Joseph DuCoeur representing Aeronautical Radio Inc., Air Transport Assn. of America and others.

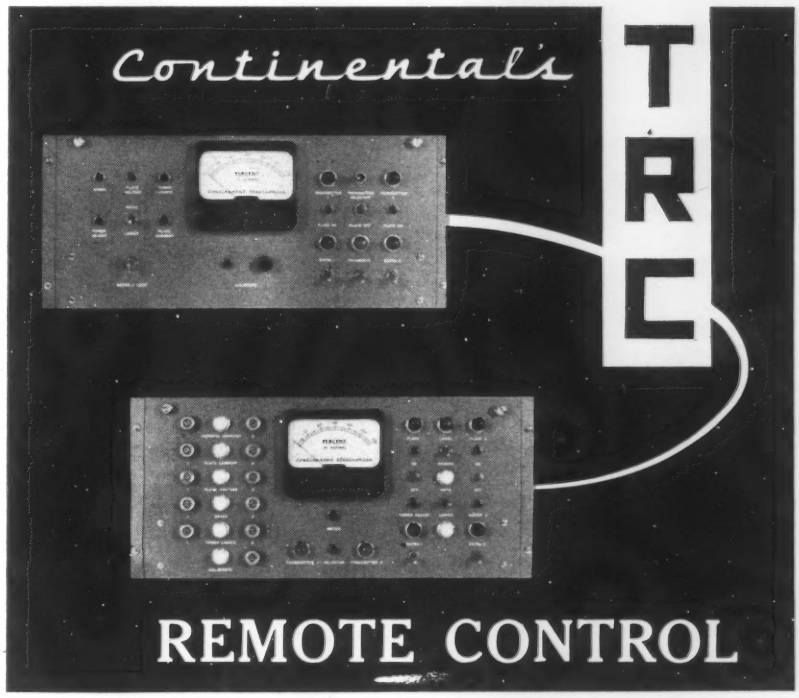
Airinc and Bendix Aviation Corp. have appealed the FCC's April 1958 decision removing 2,800 mc of radio spectrum space from "non-government" use and assigning it exclusively to government service. (BROADCASTING, April 21).

Summary Treatment Cited • Airinc claimed that the Commission acted without notice, without a hearing, and in violation of international treaties. Bendix charged that the FCC turned down its application for aircraft anti-collision development without a hearing.

Airinc is fighting the Commission's reallocation of the 8500-9000 mc band. This was being used for aeronautical radio navigation. Bendix sought 430 mc for its anti-collision development; the FCC reallocated 420-450 mc.

Included in the 14 bands changed to government usage was the 890-942 mc band, which contained allocations for am, fm and tv studio-transmitter links. Broadcasters operating in the deleted band were permitted to remain, but subject to interference from government sources.

FCC Assistant General Counsel Max Paglin justified the change on the ground of "vital" national defense. The request was made to the FCC by the Office of Civilian & Defense Mobilization, he pointed out, and the reasons have been submitted to the court under seal. He warned that the court may not question the Executive branch's judgment that the move was required in the national defense, but agreed that the court could review the method the Com-



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★ Single telephone line required

★ Ideal for Directional Antenna stations

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Write today for new brochure!

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mission took in ordering the changes.

Richard A. Solomon, former FCC assistant general counsel now with the Dept. of Justice, also told the court that it could not go behind the OCDM decision.

The court comprised Circuit Judges George T. Washington, John A. Danaher and Warren E. Burger.

Entire FTC staff used to monitor tv

The Federal Trade Commission calls on practically its entire staff to help monitor radio and tv programs for false and misleading advertising, Trade Commission-nominee Earl W. Kintner told the Senate Commerce Committee last week.

Mr. Kintner, present FTC chief counsel, appeared last Wednesday (May 27) for confirmation of his promotion to a commission member. Sen. Warren Magnuson (D-Wash.), committee chairman, asked Mr. Kintner if he planned to "vigorously pursue" the FTC's monitoring activities. The nominee replied that as long as he is at the FTC, it will continue and intensify the monitoring of tv advertisements.

"I am very familiar with the problem," Mr. Kintner stated. The general staff of the Trade Commission watches tv at home and then reports alleged violations to the tv monitoring unit for action, he pointed out.

Mr. Kintner, in answering a query by Sen. Andrew Schoeppel (R-Kan.), said that he had no objection to members of Congress inquiring about the status of pending cases. Chairman John W. Gwynne, who plans to leave the FTC today (June 1), testified on behalf of the nominee, an Indiana Republican. Sen. Magnuson said that he knew of no objections to the Kintner nomination and expected the committee to act favorably without delay.

Rep. Magnuson hits operator rule change

Rep. Don Magnuson (D-Wash.) last week took issue with the FCC's recommendation for a revision of Sec. 318, of the Communications Act, which requires that a licensed operator be on duty at broadcast stations at all times. The Commission has recommended this and other amendments in order to recognize vhf translators already operating without authorization (BROADCASTING, April 20).

"I do not feel that this proposed amendment is necessary or desirable," Rep. Magnuson said. In the proposed form it clearly is irrelevant to the vhf translator problem and goes far beyond it."

Rep. Magnuson entered into the *Congressional Record* an exchange of correspondence with Comr. Rosel Hyde, acting FCC chairman. Comr. Hyde pointed out that Sec. 318 was enacted in 1934 and since then there have been wide improvements in broadcasting equipment so that it no longer is necessary for an operator to be on duty at all times.

Questions and answers • FTC-nominee Earl W. Kintner (l), with an assist from retiring Trade Commission Chairman John W. Gwynne (r), answers the questions of the Senate Commerce Committee at his confirmation hearing.

Hill report blisters FCC on AT&T handling

The FCC was described as a weak sister in its regulation of AT&T in a House Antitrust Committee report on the 1956 AT&T consent decree, released last week by Rep. Emanuel Celler (D-N.Y.), chairman of the committee.

The report—an attack on the Dept. of Justice's handling of the controversial AT&T antitrust case and particularly on then Attorney General Herbert Brownell Jr.—was signed by Mr. Celler and three Democratic members of the committee. Two Democratic members did not sign and all three Republican members dissented.

The document was critical of the FCC's participation in the case because, it said, the Commission's report to the Justice Dept. on its power to supervise Western Electric's prices to the Bell System companies was "distorted" and "inadequate." It said the FCC deleted information suggested by its staff which raised questions whether the Commission in fact was capable of supervising Western Electric's prices. Named as being active in preparing the FCC's statement to the Justice Dept. were former FCC Chairman George C. McConnaughey, present Chairman John C. Doerfer and former Comr. Richard A. Mack.

It also was critical of the Commission's failure to investigate long distance telephone rates. It observed that as a result of the 1953 FCC approval of a $65 million raise in such rates the public may have been overcharged a total of $159 million for 1955-57.

In the AT&T case, the Justice complaint originally asked that Western Electric be divested from AT&T ownership. The consent decree did not force this.

The report also reviewed the 1941 oil pipeline consent decree.

Kefauver on stand today in Mack case

Sen. Estes Kefauver (D-Tenn.) is scheduled to testify today (June 1) as a defense witness in the government's criminal conspiracy trial against former FCC Comr. Richard A. Mack and his friend, Miami attorney Thurman A. Whiteside. The senator, who leaves for London tomorrow, accepted a subpoena last week and said he would be glad to testify.

Sen. Kefauver is a friend of A. Frank Katzentine, a losing applicant in the Miami ch. 10 contest. He has acknowledged contacting some FCC members about the ch. 10 case while FCC adjudication was pending, but said he was interested only in having the case decided on its merits.

Mr. Katzentine, who also has been subpoenaed by the defense, complained that he is being harassed by being told to make the trip to Washington at once.

Witnesses last week were two banking executives, Frank W. Colton, First National Bank of Coral Gables, Fla., and William R. Von Blon, Munsey

branch of the Union Trust Co. of Washington, D.C. Both testified on financial transactions between Mr. Whiteside and Mr. Mack while the latter was an FCC member.

Federal District Judge Burnita S. Matthews ruled last week that Mr. Whiteside's testimony before the House Legislative Oversight Subcommittee last year may be introduced at the trial. The defendants are charged with conspiracy to rig the FCC vote in the Miami ch. 10 case to favor Public Service Tv Inc., a National Airlines subsidiary.

FCC announces tv channel changes

Some far-reaching tv allocation decisions were made by the FCC last week.

The Commission denied conflicting proposals by the Joint Council on Educational Television and WHTO-TV Atlantic City, N.J., to make now-dark ch. 12 Wilmington, Del., educational or assign it either partially or fully to Atlantic City. In terminating rulemaking proceedings on this channel, which has aroused the interest of commercial and educational groups (BROADCASTING, May 25), the FCC noted that any timely application proposing noncommercial operation on ch. 12 would be entitled to comparative consideration with pending commercial applications.

Also last week, the Commission amended the tv table of assignments by allocating ch. 10 to Appleton, Minn., for educational use, by deleting ch. 61 from Moses Lake, Wash., and substituting ch. 33 there, by deleting ch. 67 from Wenatchee, Wash., and adding ch. 27 instead and by exchanging ch. 33 Kellog, Idaho for ch. 36. The FCC amended the tv table of assignments in the 50th state by substituting ch. 7 for 8 in Wailuku, Hawaii, deleting educational ch. 7 from Honolulu and reserving now commercial ch. 11 for educational use in Honolulu and deleting ch. 7 from Hilo. At the same time the Commission assigned educational ch. 14 to Mount Pleasant, Mich., and substituted ch. 27 for ch. 21 in West Branch, Mich.

Among tv rulemaking petitions denied by the FCC last week was one by KUMA Pendleton, Ore., to assign ch. 5 to that city, which now has uhf ch. 28 allocated to it. Also, the Commission denied a petition by ch. 53 WATR-TV Waterbury, Conn., to shift ch. 18 (WHCT [TV]) from Hartford to Waterbury and permit WATR-TV to change channels accordingly. A petition for reconsideration and a request for oral argument by Gregg Television Inc., Longview, Tex., on the Commission's rejection of proposals to shift the educational reservation in Denton, Tex., from ch. 2 to a uhf frequency was likewise denied.

Puts out the fire

Stomach acid can't burn a hole in a cloth napkin and the tv Rolaids commercials that contend so are forbidden, the Federal Trades Commission has ruled.

The FTC also called an official halt to the use of white coated actors in Rolaids tv commercials. The "men in white", an old tv controversy (BROADCASTING, June 23, 1958), were used to imply the medical profession's endorsement of Rolaids. The FTC stipulated that any such medical representation must be "limited to numbers of doctors not greater than has been ascertained to be the fact." The FTC dismissed without prejudice a charge against Rolaids that the product, as per its claim, was twice as effective as competitors.

• Government notes

• June 1, 1960, was set as the effective date by the FCC last week for tv outlets to have type-approved frequency and modulation monitors at the station whenever the transmitter is in operation. In the wake of continued development of am-fm-tv transmitters as to more stable frequency control circuits, the Commission announced it is considering a review of its requirements regarding continuously operating frequency monitors. A rulemaking proceeding is a possibility, the FCC noted.

• KTVE (TV) El Dorado, Ark., was granted a waiver of FCC rules by that body last week to enable the station to identify itself as a Monroe, La., outlet as well. Comrs. Robert Bartley and Frederick Ford dissented on this grant to the ch. 10 station.

• The "Kohler hearings" kinescope controversy, in which some two dozen tv outlets carried films of the hearings before a special Senate committee without identifying them as being furnished by the National Assn. of Manufacturers (BROADCASTING, Dec. 1, 1958) was mentioned by the FCC last week as it renewed the license of a tv station. KARD-TV, ch. 3, Wichita, Kan., was granted its license renewal only after the Commission had reminded the station of the requirement for full identification of "sponsors" as in the NAM donated kinescopes.

SURE-FIRE

says John Guider, Pres. & Gen. Mgr.

WMTW-TV

POLAND SPRINGS, ME.

The Warner Bros. library is sure-fire. These are films you can program dozens of different ways, and come up with a top rating every time. According to Mr. John Guider:

"Last year we bought half the Warner Bros. library. The results were completely satisfactory—both as to ratings and to sponsor reactions. So we just came back and bought the remaining half despite the fact that we already had the three other complete major packages. Those Warner Bros. features have certainly proved a real good buy."

Warner Bros. features offer big name stars, great pictures. Many stations run these films in several time slots, morning, afternoon and night. It's a smart way to put the whammy on competition, and profitable, too.

u.a.a.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK, 345 Madison Ave., MUrray Hill 6-2323
CHICAGO, 75 E. Wacker Dr., DEarborn 2-2030
DALLAS, 1511 Bryan St., RIverside 7-8553
LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

FM—WHAT'S WRONG 'Why they don't buy' on Old Comfort agenda

Agencies and fm broadcasters will confront each other with their common problems June 4-6 at the second Multiplex (mx) Seminar to be held at Old Point Comfort, Va.

Their main problem: why agencies don't buy fm.

Following the pattern of the first fm-mx seminar in the autumn of 1957, the program will cover the full range of developments in fm broadcasting and the use of sidebands for broadcast and nonbroadcast services.

FmAB's First • Combined with the seminar will be the first meeting of the new Fm Assn. of Brodcasters, formed last March during the NAB Chicago convention (BROADCASTING, March 23). Larry Gordon, WBNY-FM Buffalo, is FmAB president. The association's meeting will be held on the final day.

Two agency executives will appear on the timebuying panel, according to Dan Hydrick Jr., general manager of WGH-FM Newport News, Va., sponsoring the seminar. They are John Walt, Motorola account executive of Leo Burnett Co., Chicago, and Ed Acree, partner in Wilson & Acree, Richmond, Va. Esther Rauch, John Blair & Co., Chicago, will speak from the representatives' viewpoint. Two New York agency officials are expected to join the panel, Mr. Hydrick said.

Agenda • Besides the don't-buy discussion, the panel will go into future potential buys on fm, what's to come in stereo, need for ratings, and size and compostion of the fm audience.

A broadcast management panel will review mx problems such as telephone lines vs. fm, sales and competition, cost of equipment, size of business and problems of entering the fm broadcast field.

A manufacturing panel will include Gardiner Green, Browning Labs.; Sal Fulchino, General Electronic Labs.; Wally Warren, Gates Radio Co., and A.H. Bott, RCA.

The fm-mx tax problem will be handled by Sigmund Timberg, FmAB attorney who is involved in ASCAP negotiations; Seymour Krieger, attorney, discussing the 8% federal tax on fm and fm-mx background music, and Douglas A. Anello, NAB chief attorney. Legal phases of storecasting, FCC stereo and mx regulations and mx excise taxes will be reviewed.

Taking part in an engineering panel will be A. Prose Walker, NAB engineering manager; Milton Chambers, Washington consultant; Phil Hayden, General Electronic Labs., and Carl Schabiner, WFLY (FM) Troy, N.Y.

Back to skool

A spelling test conducted by an elementary school teacher in Phoenix, Ariz., showed the influence of KOOL-AM-TV there. When asked to spell "cool," 18 fourth graders in a class of 35 spelled it "kool."

Pickford-Rogers told to dispose of WSJS-TV

Mary Pickford and her husband Buddy Rogers have been ordered to sell their one-third interest in WSJS-TV Winston-Salem, N.C. After 11 weeks of testimony and argument in the suit of Piedmont Publishing Co. to compel the couple to sell their stock, and the Pickford-Rogers countersuit for $750,000, Los Angeles Superior Court Judge John L. Ford last Monday (May 25) ruled that the couple must sell their stock at a price of $133,243.

Piedmont, controlled by Gordon Gray, assistant to President Eisenhower, contended that in 1953 it was issued 1,000 shares of stock in Triangle Broadcasting Corp., licensee of WSJS-TV, and Miss Pickford was issued 500 shares, at $100 per share. Piedmont also asserted that it had an option to buy her stock within six years under a formula which would give her and her husband a total of $126,812, or a profit of $76,812 on their $50,000 investment.

Miss Pickford and Mr. Rogers rejected this offer and filed a cross-suit alleging that she had been induced to withdraw her application for a tv station in Winston-Salem and join Piedmont in WSJS-TV on the assurance that the option would not be exercised. The Pickford-Rogers action also said that the Piedmont offer was designed to deflate the true value of the stock, which the couple said was at least $500,000.

WRCA-TV goes 'Orbit'

WRCA-TV New York is placing into effect on July 4 its "Orbit Plan," under which an advertiser may purchase spots in Triple A time on a rotating basis vertically and horizontally (CLOSED CIRCUIT, May 25).

Under the plan an advertiser may buy a spot on Thursday at 8 p.m. the first week; at 8:30 p.m. the following week, and progressing to 10:30 p.m. the sixth week. On a horizontal basis, an advertiser may buy the 8 p.m. spot on different days of the week over a six-week period. Mr. Davidson reported that research indicates that over a six-week period an advertiser using the "orbit" schedule would gain 25% in his cumulative rating.

Jaret, Hull merge as new station brokers

A new entry in the field of station brokers was announced last week by David Jaret, president of the business brokerage house of that name. Warren Hull, long-time radio-tv entertainer and producer, will be associated with Mr. Jaret's firm in station sales.

David Jaret Corp., located at 150 Montague St., Brooklyn, N. Y., has been in business brokerage for 36 years. It was described by *Barron's*, financial

MR. JARET MR. HULL

Capitalizing on a seller's market

publication, as the only house dealing nationally in every kind of enterprise—54 main categories and 20 supplemental, from hotels to bowling alleys. Its current inventory of properties for sale is estimated at $1.6 billion, with $2.5 million changing hands in a recent week.

Messrs. Jaret and Hull have been investigating the station sales field for the past year. Their conclusion: a seller's market, with no indication of any slackening in the record prices being put on radio-tv properties. Mr. Jaret says the most popular properties for "men of means" are those which bill over $500,000 a year. His rule of thumb on price: One and a half times the annual gross, with the buyer paying one-third cash, the seller taking a mortgage on the balance.

Mr. Hull entered radio in 1924 on the NBC Blue network (now ABC). He was m.c. of the long-running *Strike It Rich* tv show before it left the air several seasons back. Mr. Hull said he would continue radio-tv appearances.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• KBUS Mexia, Tex.: Sold to Thomas R. Elkins and associates by J.B. McNutt Jr. for $42,500. Mr. Elkins is a disc jockey-producer with KCTT Davenport, Iowa. The sale was handled by Patt McDonald. KBUS is on 1590 kc with 500 w.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 87).*

• WAGA-AM-FM Atlanta, Ga.: Sold by Storer Broadcasting Co. to Plough Radio Inc. for $830,000. Plough wholly owned subsidiary companies own: WCAO-AM-FM Baltimore, Md., WJJD Chicago, Ill., WCOP-AM-FM Boston, Mass., and WMPS-AM-FM Memphis, Tenn. Comr. Robert Bartley dissented. WAGA is on 590 kc with 5 kw, directional night and is affiliated with CBS. WAGA-FM is on 103.3 mc with 36 kw.

• WDAU-TV Scranton, Pa.: 75% sold to Mrs. M. E. Megargee and family for $700,000 by WCAU Inc., former licensee of WCAU-AM-FM-TV Philadelphia before it was bought by CBS last year. Megargee family, which owns WGBI-AM-FM Scranton, now owns 100% of WDAU-TV. WDAU-TV is on ch. 22 and is affiliated with CBS-TV.

• WEDR Birmingham, Ala.: Sold to Radio Birmingham Inc. (James R. Bonfils, president) by Edwin H. Estes for $225,000. WEDR is on 1220 kc with 1 kw, day.

Ohio news privileged

The Ohio Legislature has passed a bill which would give radio and tv broadcasters the same immunity from having to disclose news sources as that conferred on newspaper and news service reporters. Gov. Michael V. DiSalle is expected to sign the bill. The bill was introduced by Ohio Sen. Ray T. Miller Jr., president of WERE Cleveland. It also requires stations to keep records of newscasts for six months after delivery so they may be checked for accuracy. The bill arose after a court ruling last January that existing law does not protect radio and tv newscasters.

New studios for WNBF

WNBF-AM-TV Binghamton, N.Y., opened new studios and offices at the Sheraton Inn May 22. The $750,000 quarters occupy about 20,000 sq. ft. comprising two tv studios, three radio studios and executive offices.

Special programs on the stations for the occasion: a half-hour simulcast in which Binghamton Mayor John J. Burns formally opened the studios; WNBF-TV telecast a one-hour report on the growing influence of its area in the nation's economic picture and a salute to Binghamton-based industries. WNBF-TV also paid tribute to agriculture with a "Farm & Home Day." The station had an exhibition of poultry incubators, dairy cattle, and new agricultural equipment in its studios.

Etv teaching over half-million students

A report on educational television issued last week by the Ford Foundation and the Fund For the Advancement of Education highlights these findings: more than half a million American students, from the first grade through college, are receiving part of their classroom instruction by tv; 117 colleges and universities offer courses for credit via tv, and 569 school districts make regular use of tv instruction.

The report, titled "Teaching by Television," concludes that there is "no significant difference in achievement between students in television courses and students in regular classes." Copies of the report are available without charge from the Office of Reports, The Ford Foundation, 477 Madison Ave., New York 22.

MBS newscast sales up 31% over 1958

Sponsors increased their use of Mutual's five-minute newscasts by 31% in March, April and May of this year over the comparable period of 1958, it was announced last week by Blair A. Walliser, executive vice president of MBS.

Mr. Walliser noted that under its arrangements with its affiliated stations, the network provides its stations with a five-minute newscast on the hour in return for a network five-minute news broadcast on the half hour. The network's option time sales, he said, are limited to its Sunday schedule.

During the three-month period this year, according to Mr. Walliser, 11 of the 17 daily newscast were sold out, as against 7 of 17 daily news programs last year. Partial sponsorship of news periods follows a similar pattern.

Among the new clients added to the Mutual roster this spring, he said, were the Pepsi Cola Co., Sinclair Oil Co., two divisions of the Sterling Drug Co. and Sea Breeze Labs.

Psst . . . radio station for sale

"tell you what I'm gonna do—gonna make you a deal—you can see by the tower that it's a fine property."

Or would you rather know everything there is to know about your potential broadcast buy? Your broker has all of the information, complete and factual. For any broadcast transaction contact:

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE	MIDWEST OFFICE	SOUTHERN OFFICE	WEST COAST OFFICE
James W. Blackburn Jack V. Harvey Joseph M. Sitrick Washington Building STerling 3-4341	H. W. Cassill William B. Ryan 333 N. Michigan Avenue Chicago, Illinois Financial 6-6460	Clifford B. Marshall Stanley Whitaker Healey Building Atlanta, Georgia JAckson 5-1576	Colin M. Selph California Bank Bldg. 9441 Wilshire Blvd. Beverly Hills, Calif. CRestview 4-2770

Facelifting at WJR • Approximately 700 guests attended WJR Detroit's "Goodwill Cavalcade of 1959," held in Detroit's Latin Quarter, with entertainment furnished by the station's regular musical talent staff. It marked WJR's switch to non-network operation and its "complete-range programming" concept. Among those present at the function:

L to r: J.B. Wagstaff, Chysler Corp. vice president and general manager of the DeSoto Div.; John F. Patt, WJR President; George Romney, president of American Motors; H. E. Chesebrough, Chrysler vice president and general manager of the Plymouth Div., and E. N. Cole, General Motors vice president and general manager of the Chevrolet Div.

• Media reports

• WAKO Lawrenceville, Ill., is slated to commence daytime operation today (June 1) on 910 kc with 500 w. It is owned by the Lawrenceville Broadcasting Co. Wallace C. Bruner is manager.

• Recent affiliations with the Mutual Broadcasting System include WGGG Gainesville, Fla., and WSJM Benton-Harbor-St. Joseph, Mich. WGGG, which joined MBS May 18, is owned by Radio Gainesville Inc. and operates on 250 w at 1230 kc. Carl Swanson is general manager. WSJM joins the network today (June 1). It is owned by WSJM Inc. and operates on 250 w at 1400 kc. Charles Dickoff is general manager.

• KHOU-TV will be the new call letters of the Corinthian station now known as KGUL-TV Houston, effective today (June 1).

• KUDI Great Falls, Mont., received two of three first-place awards in the local advertising club's first annual advertising contest. KMON there won the other first-place award. The contest was for locally-produced spots.

• A new service for Southern California public relations and publicity people is Transmit Inc., which has installed teletype machines in the news rooms of eight radio stations, six tv stations, two wire services (AP and UPI), 12 daily newspapers and five specialized papers p.r. material. David R. Showalter, former director of public affairs for CBS Radio in Hollywood, is president of Transmit. James H. Flint, former editor of *Western Dairy Journal* and farm editor of McClatchy Broadcasting Co., is business manager. Transmit is located at 6047 Hollywood Blvd., Hollywood 28. Telephone: 2-7377.

• National Television Monitor Inc., N.Y., which handles monitoring service in some 140 cities, tape facilities in 73 cities and offers photo reports in New York, has moved to larger quarters at 601 Madison Ave. New telephone number: Murray Hill 8-1071.

• NBC News has assigned three correspondents to augment network coverage of Canada and Latin America with regular on-scene reports. Wilson Hall and his wife, Lee, left New York last month for the Caribbean area. Willson Woodside, Canadian journalist, commentator and authority on foreign affairs, will provide Canadian reports from headquarters in Ottawa.

• Keys symbolizing the theme of NAB's "Learn—and Live" campaign have been awarded 10 educators in as many states through General Federation of Women's Clubs as part of the federation's "Teacher of the Year" project. The NAB campaign is designed to develop respect for learning and to instill pride in doing a job well through special programs and messages on the air. Keys have been presented in Arizona, Illinois, Indiana, Mississippi, Pennsylvania, South Carolina, Tennessee, Texas, Utah and Washington State. Two more will be presented during the current week in Colorado and Delaware.

• Effective immediately, H-R Representatives Inc. is working in conjunction with ABC Radio's Hollywood sales staff in selling the ABC Radio Pacific Coast Regional Network. H-R had serviced the now defunct Don Lee Network. H-R's job is to sell ABC Radio's 32 Pacific Coast stations as a unit, not individually, and to include with the sale of the coastal outlets all or a portion of ABC's Rocky Mountain area affiliates. Approximately 80 stations are included in the 11-state western group.

• *The Roguish World of Dr. Brinkley*, a biography of the onetime owner of a maverick Kansas radio station, has been written by Gerald Carson. Dr. John R. Brinkley's broadcasting license was revoked after he advertised he could graft rejuvenizing goat gonads onto aging men and other quack medical treatments. The doctor moved to Del Rio, Tex., and started another, more powerful radio station that took an international treaty to get it off the air. The book will be published in October by Rinehart & Co., N.Y.

• KMOX St. Louis, Mo. will broadcast all St. Louis Hawks professional basketball games for the next three seasons including pre-season exhibitions with co-sponsorship by Anheuser Busch Inc. it was announced last week by Robert Hyland, general manager.

• Inland Empire AP Broadcasters Assn. has been formed at Spokane, Wash. Dick Hoover of KREM there is general chairman, Bill Rhodes of KZIN Coeur d'Alene is chairman for northern Idaho and Stan Pennington of KOMW Omak is eastern Washington chairman.

• WMAL Washington, D.C., personnel, except sales staff, have moved to Transmitter Bldg., 7115 Greentree Rd., Bethesda 14, Md. Telephone Kellogg 7-1100. Copy, tapes and material for traffic supervisor should be sent to that address. Contracts and sales correspondence continue to go to WMAL, 4461 Connecticut Ave., Washington 8.

• WBEE Chicago has switched to a single rate structure for national and local clients.

• Eight new affiliates have been signed by Keystone Broadcasting System for a new total of 1,070 stations. They are: KCIJ Shreveport, La.; WSRO Marlboro, Mass.; WDOG Marine City, Mich.; WYRN Louisburg, N.C.; KWAM Memphis, Tenn.; KSOX Ray-

mondville, Texas; WRIS Roanoke, Va., and WPAR Parkersburg, W.Va.

• The WBT Charlotte, N.C., *Radio Moscow* program based on Russian propaganda (BROADCASTING, March 16, Jan. 19) is to be used by the National Education Program in its Freedom Forum at Los Angeles this month. The NEP develops and distributes educational materials and tools of American citizenship. The WBT taped program also is heard on WMBR Jacksonville and KSAY San Francisco.

• WGIR Manchester, N.H., a CBS affiliate for the past two years, shifts to NBC tomorrow (June 2). Manchester's only network-affiliated radio station, WGIR is owned and operated by the Northeast Broadcasting Corp., M. M. Girolimon, president-treasurer; Bernie Mack, general manager. The station is on 610 kc with 5 kw day, 1 kw night.

• WLYN Lynn, Mass., switches to a single rate structure June 1 with General Rate Card 11.

• To serve investors buying and selling media stocks, Media Investments Co. has been organized by Jack L. Stoll & Assoc., media brokers for over 12 years. In an announcement distributed by the new firm, media is defined as meaning "radio and television stations, daily and weekly newspapers, magazines and all the allied business such as printing, film, agencies, etc. Media Investments Co. will be issuing brochures summarizing the activities in the media field, noting trends and studies of media stocks on the market," the announcement states, adding that this service will be free for the asking. MIC has offices with its parent company at 6381 Hollywood Blvd., Los Angeles.

• Illinois News Broadcasters Assn. adopted a resolution at its May 16-17 spring meeting instituting a "Man of the Year Award" for the person making the greatest contribution to the state. The honor will not be limited to broadcasters but may be conferred on the man or woman who excels in any field —journalism, radio-tv, science and the arts. The INBA meeting, held at Southern Illinois U. in Carbondale, drew about 100 member broadcasters. Major speakers were Sam Sharkey, NBC, and Frank Edwards, WTTV (TV) Indianapolis.

• WHOM New York is initiating a blood bank for the exclusive use of its Spanish-speaking audience. The plan has been approved by the city's hospital commissioner, and is to have its experimental beginnings through cooperation with Metropolitan Hospital there. Spanish-speaking doctors and laymen have agreed to make personal appeals for the program over WHOM. Listeners sending in cards offering to participate will be advised by mail in Spanish as to the procedure. Those accepted as doners and their families will be guaranteed use of the WHOM blood bank without charge.

• WICC Bridgeport, Conn., will move its studios and general offices from Trumbull to Fairfield, Conn., in mid-July. New location, providing 7,000 square feet for the am and recently authorized fm facilities, is closer to downtown Bridgeport.

Open doors

Twice-weekly news conferences held by Gov. Foster Furcolo of Massachusetts have been opened to broadcast reporting facilities, fulfilling a promise made some time ago to the Massachusetts Broadcasters Assn.

W.C. Swartley, WBZ-AM-TV Boston, president of MBA, said the association will continue its campaign to remove barriers to electronic journalism still maintained by other public agencies.

Gov. Furcolo divides his news conference into two portions—State House press newsmen and radio-tv newsmen. The former group asks questions in the first portion; radio-tv newsmen ask questions in the second portion. All are permitted to attend both portions of the conference. Cameras and recorders must be stopped during off-record comments.

• Rep appointments

• WHK Cleveland appoints John Blair & Co.

• WCBM Baltimore appoints Peters, Griffin, Woodward.

• KPOI Honolulu, Hawaii, has named Jack Masla & Co.

• WJAC-AM-FM Johnstown, Pa., names Richard O'Connell Inc., N.Y.,

• KGEE Bakersfield, Calif., and KIIE Galveston, Tex., name Richard O'Connell Inc.

• WDAS Philadelphia appoints Bernard Howard & Co., N.Y.

• KTLE-TV Pocatello, Idaho, names Forjoe-Tv.

• WCUE Akron, Ohio, names Gill-Perna, N.Y.

• KINT El Paso, Tex., names John E. Pearson Co.

WLIB

THANKS

Mahalia Jackson

AND

ALL THOSE WHOSE

ARTISTRY THRILLED

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LARGEST AUDIENCE

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UNDER

ONE ROOF

AT A

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MAY 24, 1959

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TV ABROAD: BEGINNING TO BOOM

It started late, is still behind U.S., but now it's spurting

Television circulation in foreign lands is growing at the rate of nearly a million sets a month.

New stations are going on the air at a rate mindful of the expansion of U.S. television after the lifting of the freeze. In the first three months of this year 116 new stations went into operation abroad.

These figures were reported by the U.S. Information Agency in a survey of television development in all parts of the world, excluding the U.S., its territories, its armed forces bases overseas, and Canada. The survey covered the first quarter of 1959.

In that period, the USIA said, the number of tv sets abroad increased from 22.8 million to 25.6 million. Of the sets in existence at the end of March, 21.7 million were in non-communist countries and 3.8 million in the communist bloc.

The same quarter saw the addition of 97 new tv stations in non-communist countries and 19 in the communist bloc. All told there were 855 tv stations on the air abroad at the end of March, 714 in non-communist countries and 141 behind the Iron or Bamboo Curtains.

(There are now more than 50 million tv sets in use in the U.S. [in 44 million tv homes] and more than 3.5 million sets in Canada. There is no reliable estimate of the number of sets on U.S. armed forces bases overseas. Discounting sets on those bases, the world total of television sets is about 79 million.

(There are now 562 tv stations [commercial and non-commercial] operating in the U.S. and 60 in Canada. Those added to the stations reported by USIA amount to a total of 1,477 stations in the world, again not counting stations on armed forces bases overseas.)

According to the USIA report (which the agency warned came from sources of varying reliability), tv sets in Western Europe increased from 14.6 million to 16.4 million in the first three months of 1959 and from 2.5 million to 2.9 million in the Far East, while increases were negligible in Latin America and the Near East, South Asia and Africa. Tv sets in communist countries increased from 3.3 million to 3.8 million.

Part of the USIA statement was devoted to a report by the Bavaria, Germany, government weekly *Staatszeitung* that communist East Germany has launched a big tv construction program to build stations along its frontier to telecast propaganda programs into West Germany. USIA quoted the newspaper as saying East Germany has allocated 60 million marks for this program, called "Plan West," which among other things includes construction of 15 tv transmission towers along the border, broadcasting over a strip 150 kilometers wide into West Germany.

The 1959 quarter saw addition of 97 new tv stations in non-communist countries and 19 in communist nations, USIA said, as follows: 85 in Western Europe (42 in Italy, 26 in West Germany), 9 in the Far East, 3 in Latin America, 15 in the Soviet Union and 4 in Hungary, Poland and Rumania. (Yugoslavian figures were included in those of Western Europe.)

USIA reported some exchange of tv programs across the Iron Curtain through temporary link-ups with the Eurovision network.

Some of the overseas tv developments reported by USIA by areas and countries:

WESTERN EUROPE

Austria: All Austrian provinces now have tv. Some 30,000 tv homes in Czechoslovakia, Hungary and Yugoslavia watch Austrian tv. Tv in Austria is expected to pay for itself when registered sets reach 220,000. The manufacturer's cartel recently reduced prices of tv sets but there's no indication it will allow the import of foreign makes.

Denmark: A reorganization of Statsradiofonien to give more importance to tv is expected to improve administration with both radio and tv programming departments. Tv set price reductions of 5% to 15% have been advertised.

Finland: Finnish viewers are promised they will see "Eurovision" programs by year's end, with transmissions via Stockholm and a relay station. Six new stations are being built.

France: Radiodiffusion-Television Francaise (RTF) becomes a public enterprise, but remains under the Ministry of Information. RTF can sell its films and make other commercial transactions, but no advertising will be permitted. A second tv channel is expected in Paris in October, devoted to cultural programs. On July 1, the license fee for a tv set will be raised 6,000 francs ($12.24) to 7,500 ($15.30), but will also cover radio sets (now 2,000 [$4.08] francs).

West Germany: The Federal Ministry for Posts & Telecommunications (BPM) will inaugurate a second tv network of 29 tv stations, together with a radio relay network for picture and sound modulation circuits, with completion expected next year. No plans for programming have been made. Radio and tv set price controls were dropped in January, but were reinstated two weeks later after prices dropped 18%. But 40% of the market retained uncontrolled prices. Tv sets are increasing by more than 5,000 daily and the 3 million mark is expected in August.

Gibraltar: One report says a 10 kw tv transmitter will be built to serve southern Spain and North Africa.

Italy: The tv network continues to grow, with 42 satellite transmitters added during the quarter.

Malta: Trade sources report a "piped" tv service is planned, but there are objections and one company hopes to build a regular tv station. Malta's 4,000 tv owners receive programs from Sicily.

Netherlands: Two more transmitters of 50 and 100 kw are to be built by 1960. Sets are expected to increase more than a million in the next four years. Two private companies have been formed and are producing commercials (Independent Tv Exploitation Co., Rotterdam, and Northern Tv Center, Gronigen) if and when the government approves tv commercials.

Norway: The Oslo Tv Center is ex-

World tv in summary

TELEVISION SETS		TELEVISION STATIONS	
United States	50,000,000	United States	562
Other free nations	25,200,000	Other free nations	774
Communist bloc	3,800,000	Communist bloc	141
World total	79,000,000	World total	1,477

pected to be ready for use by September and tv link connections with Sweden and Denmark by October, at which time Norwegian tv will go into regular operation.

Portugal: Radio Televisao Portuguesa's (RTP) 5-station hookup now covers 87% of Portugal with evening programs. A new studio is being built in Lisbon. The Standard Electric Co. has been authorized to produce tv sets at its Lisbon plant if it begins in 18 months.

Spain: The Barcelona tv station now is operating experimentally and a new station is being built in the Guadarrama Mountains which will be one of the most powerful in the world with an altitude of 7,545 feet, power of 200 kw and coverage radius of 186 miles. Newspapers say a series of regional stations are being built to be linked with Eurovision through the Barcelona outlet. An unconfirmed source says that commercial tv outlets will be permitted in cities which already have a government station. News reports say 20,000 new sets will be sold at $174 each.

Sweden: With the opening of six new tv stations at the end of 1958, tv set sales totaled 200,000 the first quarter, doubling sets in use. Expansion from 14 to 42 transmitters is planned by mid-1960. The commercial radio station, Radio Mecur, which operates from a ship in the Oresund, has announced plans to initiate commercial tv to both Denmark and Sweden from another vessel in the Oresund.

United Kingdom: Independent Tv Authority's eighth tv station opened Jan. 15 at Burnhope, near Durham. It serves 2½ million people and raises ITA's coverage to 85% of the population. There has been discussion in Parliament about changing the 405-line British tv standards to the 625 lines in use in Western Europe. BBC recently reported that two-thirds of homes now have tv.

Yugoslavia: The Yugoslav Tv Network will be broadcasting programs from Belgrade, Zagreb and Ljubljana soon, a government announcement reports, and a second stage will connect Sarajevo, Skoplje and Titograd this summer. Bosnia-Herzegovina will receive programs by 1960.

LATIN AMERICA

Argentina: A commission which administers Argentine commercial radio and tv stations is quoted as saying all stations under its control will be returned to private jurisdiction this year.

Brazil: The Rio press reports four, possibly six, tv stations will be completed this year and that three cities will be linked into a network and begin using video tape this year. Rio de Janeiro is expected to get its third outlet.

Chile: The Post & Telegraph Department has been asked to report on the possibility of inaugurating tv in Chile. An application has been filed for a 10-year monopoly to produce tv sets.

Colombia: The Radio Broadcasters Assn. (ANRADIO) has asked to purchase some 80 million pesos ($10 million) worth of radio and tv equipment bought by the Rojas regime and now in storage.

Dominican Republic: Ciudad Trujillo's second tv station, RAHINTEL, began Feb. 28, with U.S. equipment.

Haiti: Trade reports indicate Morris Rosemberg of New York has been granted a concession to build and operate a tv service in Haiti for 10 years.

NEAR EAST SOUTH ASIA AFRICA

Algeria: Four cities are to be added to the Algerian tv network. Simultaneous French and Arabic audio transmissions have been discontinued.

Cyprus: Cyprus Broadcasting Corp. on Jan. 1 took over broadcasting and television services from a government agency.

Ghana: One report says Ghana is considering tv services for Accra and other cities in the near future.

India: A tv outlet to cover all New Delhi was to have begun in April.

Iran: Tv is eight months old and tv set sales are reported at a 1,000 a month. About 15% of programming at the one tv outlet is sold commercially. Its owners plan to complete another outlet at Abadan by July.

Kenya: The new Associated Broadcasting Co. (Africa) plans a station in Nairobi and later another at Mombassa. The system of revenue has not been determined.

Lebanon: The first tv station is expected to be completed by year's end.

Morocco: The private company TELMA began telecasting at Casablanca and Rabat in 1954, but went off the air two years later.

Nigeria: Two stations are planned, at Ibadan and Ikeja near Lagos, for the projected West Nigerian Tv Network.

Saudi Arabia: The Aramco tv station in Dhahran, designed to cover a radius of 40 miles, is being received 100 miles away. There is considerable group viewing in homes and public places.

Union of South Africa: The government has decided against a tv service.

United Arab Republic: A tv outlet in Al-Muqattam is to begin this year and another plan under study would cover Cairo, Damascus, Aleppo, Homs, Ha-

Tv: Nation by Nation

Country	Operating Stations March 31, 1959	Tv Receivers March 31, 1959
WESTERN EUROPE		
Austria	15	65,000
Belgium	5	350,000
Denmark	6	254,000
Finland	8	16,100
France	37	1,099,000
West Germany	117	2,418,700
Ireland*	—	30,000
Italy	294	1,200,000
Luxembourg	1	3,500
Malta**	—	4,000
Monaco	1	11,000
Netherlands	6	427,000
Norway	1	1,000
Portugal	5	20,000
Spain	2	65,000
Sweden	14	400,000
Switzerland	12	59,700
United Kingdom	30	10,000,000
Yugoslavia	3	8,000
TOTAL	557	16,432,000

* These sets tune in to U.K. stations. There is no tv in Ireland.

** These sets tune in to Italian stations. There is no tv in Malta.

Countries	Transmitting Stations	Receivers
LATIN AMERICA		
Argentina	1	250,000
Brazil	7	850,000
Columbia	9	150,000
Cuba	23	350,000
Dominican Republic	4	7,500
Guatemala	2	20,000
Mexico	15	450,000
Nicaragua	1	2,400
Panama*	—	8,000
Peru	2	5,000
El Salvador	2	15,000
Uruguay	1	15,000
Venezuela	11	200,000
TOTAL	78	2,322,900

* Tuned to Canal Zone Armed Forces stations. There is no tv in the Republic of Panama.

NEAR EAST, SOUTH ASIA AND AFRICA		
Algeria	2	25,000
Cyprus	1	3,000
India	1	100
Iran	1	7,500
Iraq	1	9,000
Kuwait	—	600
Morocco	2*	5,000
Saudi Arabia	1	2,500
Turkey	1	1,000
TOTAL	10	53,700
FAR EAST		
Australia	6	560,000
Hong Kong	(1)**	2,500
Japan	58	2,338,500
Korea (South)	1***	6,000
Philippines	2	26,000
Thailand	2	36,000
TOTAL	69	2,963,000

* Off the air.

** Closed Circuit wired service; not counted in totals.

*** Off the air since early February due to fire.

COMMUNIST BLOC		
Bulgaria	1	500
Czechoslovakia	7	373,100
East Germany	11	350,000
Hungary	2	16,000
Poland	9	110,000
Rumania	2	12,000
USSR	106	3,000,000
Communist China	3	200
TOTAL	141	3,861,800

mah, Alexandria, the Canal, Asyut and Luxor. A tv factory also is being considered.

FAR EAST

Australia: Government non-commercial tv stations are planned in Brisbane, Adelaide, Perth and Hobart and commercial tv stations have been awarded as follows: Adelaide, 2; Brisbane, 2; Perth, 1, and Hobart, 1.

Japan: Japan added 9 new stations and 350,000 tv sets during the first quarter and an expansion to 5 million sets is seen by the end of 1960. Eight more new tv stations were expected to go on the air by last April.

South Korea: Fire destroyed Korea's commercial HLKZ-TV on Feb. 2 and the U.S. Information Service in Seoul arranged to make the U.S. Armed Forces tv facilities there available to HLKZ-TV for Korean language broadcasts. HLKZ-TV is expected to resume with new equipment by the end of 1959.

New Zealand: The first tv station, at Auckland, was to have gone on the air last March 1. The next will be at Wellington. Two firms will make tv sets.

Okinawa: Okinawa-Tv expects to go on the air by July 1.

Taiwan (Formosa): The first tv station will be built by Japanese investors.

Thailand: Relay stations are planned between Bangkok and Chiengmai. Registration of sets is no longer required.

SINO-SOVIET BLOC

Bulgaria: PYE Ltd. of Great Britain will supply equipment for the first official tv station in Sofia, to be completed by July 1. An experimental tv station has operated for some years.

Czechoslovakia: The Central Moravia tv station near Krasenko, serving the Brno area, began March 3. It is linked with the Prague station via a relay station. It will be a link in the Prague-Brno-Ostrava-Bratislava chain, which will be linked later with Budapest, Warsaw and Moscow. Prague also will be linked with Berlin and Eurovision.

East Germany: A large tv programming center is being built in Leipzig and its first section will begin early next year. Two new tv outlets for the planned "tv offensive" toward West Germany are being built near Rhinow and Nauen. The Leipzig and Dresden outlets will increase to 100 kw. Links also will be completed next year to connect various cities.

Hungary: A tv station went on the air at Pecs in February and studies are being made to connect via microwave links to foreign countries.

Poland: The Gdansk tv station opened March 6. A long range plan (by 1975) calls for expansion of the present six outlets at Warsaw, Lodz, Poznan, Katowice, Wroclaw and Gdansk, which now cover about 44% of the population. The plan calls for 19 main stations for total coverage of 80% of the population. Poland, with the aid of Soviet experts, will lay a cable for nationwide transmission of domestic programs and those from U.S.S.R., Czechoslovakia, East Germany and Eurovision.

Rumania: A new tv transmitter was commissioned in the Bacau region on Jan. 25 and will relay programs of the Bucharest outlet.

U.S.S.R.: A total of 15 new tv centers and relay transmitters went on the air in the first quarter, making a total of more than 60 telecenters and several dozen relay transmitters. Moscow will soon be experimenting with color and eventually all capitals of the republics will have color tv. By 1965 there will be 90 program centers, 80 relay stations and numerous low-power automated transmitters in operation. Tv sets will be at 15 million, serving 80 million people. There were also various delays and stoppages of construction. Maintenance of tv sets has become a serious problem, with 65%-75% of sets needing repairs during the six-month warranty period. A Tass broadcast quoted an expert as saying a single artificial earth satellite, in an equatorial orbit in the direction of the earth's rotation and at the same speed, could hang "motionless" above an area and, by relaying tv programs, replace tv centers on the ground.

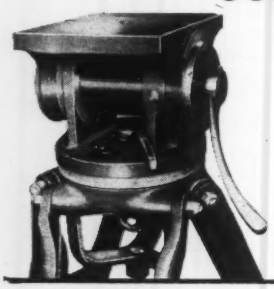
Communist China: Stations are in operation at Peking, Shanghai and Harbin and preparations have started to establish 19 more in 14 provinces and major cities. Tv sets and some tv broadcasting equipment are being manufactured in China but an adequate supply is still a problem.

NTA foreign deals

NTA International, New York, is completing negotiations with the British Broadcasting Corp. and French government television authorities on agreements covering tape, film and live programming, facilities and distribution.

Harold Goldman, president of NTA International, told a news conference in New York last week that a contract finalizing the agreement was expected within a week. Mr. Goldman, who returned 10 days ago from a four-week trip abroad, said he could not give specifics about the transactions but indicated they would include co-production abroad, and distirbution in the U.S. of both British and French programming.

CECO microwave relays conquer space barriers



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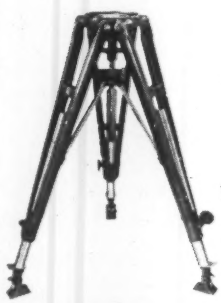

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Cuba won't take over radio-tv, says new communications chief

A beardless, 28-year-old graduate of an American university who heads the Cuban ministry of communications has a "great respect for free enterprise" and insists that Cuba will respect its international obligations in the radio field.

The new Cuban minister of communications is Dr. Enrique Oltuski, a graduate of the U. of Miami, Florida, who holds a degree in architectural engineering. He made these observations last week in Washington where he had been visiting FCC officials. Dr. Oltuski became Cuba's communications chief Jan. 13, two weeks after Fidel Castro's bearded revolutionaries took over.

Dr. Oltuski has been in the United States for 9 days returning to Cuba this past weekend. He visited RCA and NBC in New York and met with officials of educational ch. 2 WTHS-TV Miami Thursday and Friday.

He was accompanied by two aides: Frederico Belle-Lloch, technical deputy of the communications ministry, and Dr. Roberto Acosta, vice president of the Cuban Development Commission.

Dr. Oltuski succeeded the Batista communications chief, Garcia Valdez. Asked where Mr. Valdez is now, Dr. Oltuski answered shortly: "In exile." He added, "And we're sorry we couldn't catch him."

Cuban radio and tv stations are still owned and operated by the individuals to whom they are licensed, Dr. Oltuski stated.

There are five or six exceptions to this, he added. These are stations once owned by Batista adherents which have been expropriated by the new government. They will be sold at public auction, he said.

Cuba's "Mr. Radio," Goar Mestre, is still running his radio and tv properties, Dr. Oltuski stated.

"All of broadcasting is being run just the same as before," he emphasized. "We have a great respect for the free enterprise system. We do not plan to nationalize radio or tv."

Asked about the North American Regional Broadcast Agreement and charges that Cuban radio stations have violated provisions of this treaty and have interfered with U.S. stations, Dr. Oltuski smiled:

"We have ratified the treaty," he said. "We respect our international agreements and will enforce them."

The 1950 NARBA treaty is still pending ratification by the U.S. Senate.

Dr. Oltuski said that he and his group are working out a new telecommunications law to regulate both radio and tv and common carriers.

"It will be something like your FCC," he said.

He stressed that one of the new projects, still in the planning stage, is a state-supported system of educational television stations, "like you have here." He pointed out that this would be an ideal way of reaching farmers (the new government is pledged to a land reform program) and also "complementing" schools.

One innovation already has been put into practice, Dr. Oltuski said. This is the establishment of an advisory telecommunications committee. This is headed by Jose Altschuler, an electrical engineer. This is part of Dr. Oltuski's program to "technologize" the communications ministry, he said.

The Cuban communications party was brought to the United States through the State Dept.'s cultural exchange program.

Canadian saturation: 100% radio, 79% tv

Canada's estimated population of 17,180,200 in March 1959 shows an estimated 4,196,100 households, of which 100% have radio receivers and 79% (3,328,400) have television, according to the Bureau of Broadcast Measurement, Toronto. The BBM survey was taken this spring.

By provinces, Ontario has the largest number of television households with 1,295,900 out of a total 1,509,800. Quebec province follows with 937,600 tv households of a total 1,066,700. British Columbia is third with 309,000 out of 437,500, followed by: Alberta with 216,100 out of 317,200; Manitoba with 157,800 out of 225,200; Saskatchewan, 147,000 out of 237,900; Nova Scotia, 134,600 out of 168,100; New Brunswick, 86,800 out of 126,700; Newfoundland, 28,000 of 84,000, and Prince Edward Island, 15,600 tv households out of 23,000.

Urban tv coverage shows Sydney, N.S., saturated 100% in its 23,700 households. Quebec City and Windsor, Ont. (opposite Detroit) show the next highest saturation with 97% of all households having tv sets. Urban areas with nine-tenths or more tv households are Moncton, N.B., 95%; Terrebonne, Que., 95%; Sudbury, Ont., 96%; St. John's, Nfld., 91%; Halifax, N.S., 93%; St. John, N.B., 90%; Levis, Que., 92%; Sherbrooke, Que., 90%; Richmond, Que., 91%; St. Hyacinthe, Que., 93%; Montreal, Que., 94%; Three Rivers, Que., 93%; Ottawa, Ont., 93%; Kingston, Ont., 91%; Oshawa, Ont., 91%; Hamilton, Ont., 92%; Winnipeg, Man., 93%; Edmonton, Alta., 91%, and Vancouver, B.C., 90%.

World spectrum body wanted by scientists

The establishment of an international FCC was called for last week by two scientists. Sir Robert Watson-Watt, inventor of radar, and David B. Smith, Philco research vice president, asked for the creation of an international communications commission to administer and police future myriad uses of the electronics spectrum in space communications, overseas space television, weather reports and other activities.

Both agreed Russia's participation in the International Telecommunications Union indicated the probable success in an international regulatory body.

Both addressed a Washington meeting of the National Missile Conference.

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FATES & FORTUNES

Advertisers

MR. CONLEY

• RUSSELL E. CONLEY, manager, advertising and sales promotion, RCA Victor Radio and "Victrola" Div., named to similar position of RCA.

• HENRY K. BERMAN, formerly head of his own marketing consulting firm, to Sofskin Inc. (hand lotion), N.Y., as national sales manager.

• LARRY SMITH, president and general manager, KDUO (FM) Riverside, Calif., today (June 1) joins Hoffman Electronics Corp., L.A., as director of advertising and sales promotion for company's consumer products division.

• JOHN P. ODELL, formerly handling Aunt Jemima pancake advertising at Quaker Oats Co., Chicago, appointed manager of consumer promotion in firm's advertising and merchandising department.

MR. SEIGER

• BEN M. SEIGER, formerly marketing director and executive assistant to president of Pharmaceuticals Inc., Newark, N.J., to Boyle-Midway Div., American Home Products Co., N.Y., as director of marketing services.

Agencies

• BERNARD J. SCHIFF, formerly director of advertising and sales promotion for American Character Doll Corp., N.Y., has succeeded Milton A. Weiss as president of Webb Assoc. Inc., New York.

• WILLIAM G. ROWE, formerly in Kansas City office of Rogers & Smith, to Richard Lane & Co., that city, as executive vp.

• RUSSELL A. MACDONNELL, formerly vp of Warwick & Legler, N.Y., to Benton & Bowles, that city, as vp and management supervisor.

• EDWARD T. BACZEWSKI, associate media director, Cunningham & Walsh, N.Y., named vp.

• CATHERINE NESBURN, formerly of Stromberger, La Vene & McKenzie, L.A., has joined Robinson, Jensen, Fenwick & Haynes, that city, as director of sales promotion.

• HANK HAMILTON, formerly head of Alexander Hamilton Productions, L.A., independent radio and tv production company, named radio-tv director of Stiller-Hunt Adv., that city. PATTI BRAINERD, formerly in Los Angeles office of Gordon and Hempstead, Chicago, to assistant department chief.

• WILLIAM D. GARGAN JR., commercial producer of Kenyon & Eckhardt, N.Y., named tv production supervisor.

• THOMAS P. BEAUMONT, in merchandising department, Young & Rubicam's San Francisco office, named department manager.

• PAULA R. ZELLER joins Lewis & Pollinger, Washington, as director of radio-tv.

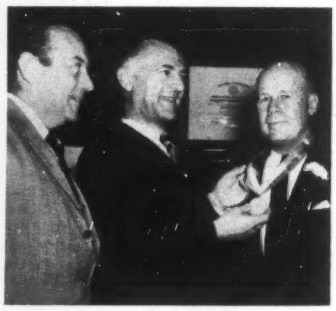
• KERN TIPS, Houston vice president of McCann-Erickson, honored by Assn. of Broadcasting Executives of Texas with its first ABET Award or "Betty." Mr. Tips was cited for his contributions to broadcasting industry.

• PHILIP J. KELLY, vp of Lynn Baker Inc. (advertising), N.Y., elected president, Sales Executive Club of New York, effective June 23. He succeeds JOHN W. HUBBELL, vp, Simmons Co. (mattresses, beds), N.Y.

• CHARLES J. LEAVITT JR., formerly account executive, J. Walter Thompson, N.Y., to J.M. Mathes, that city, in similar capacity.

• FRANCIS X. HOUGHTON, formerly account executive of Benton & Bowles, N.Y., to Ogilvy, Benson & Mather, that city, in similar capacity.

• KIRK ALLEN, formerly advertising manager of D.P. Bushnell & Co., Pasadena, Calif., has joined Compton Adv., L.A. as account executive.


Cited for king-size clean-up campaign • Sigurd S. Larmon (r), chairman of Young & Rubicam, receives a "distinguished citizens medal" for his voluntary work in Citizens Committee to Keep New York City Clean. Making the presentation are Mayor Robert F. Wagner (l) and Paul R. Screvane, commissioner of N.Y. Sanitation Dept.

• HARRY R. WHITE, for 25 years executive secretary, Sales Executives Club of New York, named executive director, appointment effective today (June 1).

• DAVID GRAYSON, formerly copywriter of Ted Bates, N.Y., to Ogilvy, Benson & Mather, that city, in similar capacity.

• NELLIE-MAE LEONARD, formerly in public relations department, BBDO, N.Y., joins J.M. Mathes, that city, in public relations-publicity department.

• LARRY SEMON, formerly in commercial production of McCann-Erickson, N.Y., to Kenyon & Eckhardt, that city, as television producer.

Networks

• ANDREW SUBBIONDO, director of accounting, CBS Radio, appointed director of administrative operations, and RAYMOND SCHWARTZ, budget director, assumes duties as controller, both appointments effective today (June 1).

• HUGH HOLE, tv commercial producer of Maxon Inc., N.Y., appointed coordinator of ABC-TV, Western Div.

• JERRY ZUCKER, formerly in tv plans and presentations of BBDO, N.Y., to ABC-TV network sales, as presentation writer.

• DICK BERG, tv script writer, signed by NBC-TV, Hollywood, as writer-producer and consultant.

• RAYMOND F. GUY, senior staff engineer, NBC, awarded fellowship to American Institute of Electrical Engineers and citation "for contributions to the technical development of radio and television network broadcasting."

Stations

MR. PETERSON

• HOWARD O. PETERSON resigns as general manager of KTVH (TV) Hutchinson-Wichita, Kan. Mr. Peterson headed construction of KTVH and was general manager from its on-air start in 1953.

• LLOYD GEORGE, account executive of KBOX Dallas since 1958, named sales manager.

• JAMES S. MURRAY, formerly head time buyer and director of operations of WRC-TV Washington and station manager of dark WVUE (TV) Wilmington, joins WSIX-TV Nashville, Tenn., as national sales manager.

• LOREN DOROUGH named general manager of WGUS North Augusta, S.C.

• LOWELL REGISTER, general manager of WCLA Claxton, Ga., named vp.

MR. MESKILL

• ROBERT F. MESKILL, vp and general manager of WKID Urbana, Ill., elected president of WKID Broadcasting Co. He will continue as general manager. Mr. Meskill succeeds DONALD J. HARDING JR., who had been president since May 1954.

• ROGER L. MICHELN, salesman of WFRV-TV Green Bay, Wis., promoted to local sales manager.

• DOROTHY HOOKER NYE, for past 10 years director of KGO-TV San Francisco, has resigned to devote full time to freelancing.

• DEAN BORBA, producer-director of KXTV (TV) Sacramento, named program manager.

• JOE KELLY, 60, closely identified with *Quiz Kids* radio and tv series for 13 years, died in Oak Park (Ill.) Hospital May 26, apparently of heart attack. Mr. Kelly started in radio at WELL Battle Creek, Mich., in 1929. In 1956 he joined WTTW (TV), Chicago non-commercial station, as co-producer and host of *Totem Club* children's series.

• JOHN PANAGOS, vp of United Broadcasting Co. in Washington, D.C., (WOOK, WINX and WFAN [FM]), elected president of Advertising Club of Washington. Other officers: MILTON Q. FORD, air personality of WOL, first vp, and STANLEY BELL, salesman of WRC-AM-FM, treasurer.

• LAWRENCE TURET, formerly of WITI-TV Milwaukee, to WXIX-TV, that city, as director of operations.

• GEORGE GREAVES, station manager of KXTV (TV) Sacramento, Calif., since March 1957, resigns, effective today (June 1).

• EDWARD C. OBRIST, formerly head of his advertising firm for radio-tv-films, appointed manager of WHAY New Britain-Hartford, Conn. JOHN DYNO, air personality of WHAT past seven years, appointed assistant to manager and local sales manager.

• JAMES O. McDANIEL, with KVOO-TV Tulsa, Okla., since station went on air five years ago, promoted to studio supervisor of engineering, replacing ROBERT L. GREAIGE, who becomes chief engineer of WBGU (FM), Bowling Green (Ohio) State U.'s station.

• C. G. CONDRA, formerly of KZEE Weatherford, Tex., appointed assistant manager of KWON Bartlesville, Okla. FRED CORDELL named sales manager of KWON.

• JASON PATE, station manager of WASA Havre de Grace, Md., elected president of Chesapeake Associated Press Radio-Television Assn. Other officers: HOWARD STREETER, WFBR Baltimore, vp; ROYDEN (MIKE) MEISE, WBAL Baltimore, vp; WILLIAM PAULSGROVE JR., WJEJ-AM-FM Hagerstown, vp, and RICHARD GESSELL, AP, Baltimore, secretary. JOHN F. LEWIS, WBAL, named chairman of Freedom of Information Committee; LOU CORBIN, WFBR, chairman of News Committee, and CHARLES ROEDER, WCBM Baltimore, chairman of Committee on Improved Communications.

• CECIL WOODLAND, WEJL Scranton, elected president of Pennsylvania Assn. of Broadcasters. He succeeds GEORGE A. KOEHLER, WFIL Philadelphia. Other officers elected were MILTON BERGSTEIN, WMAJ State College, first vp; THOMAS METZGER, WMRF Lewistown, second vp; ROBERT WILLIAMS, WHLM Bloomsburg, secretary. J. ROBERT GULICK, WGAL Lancaster, continues as treasurer.

• HOWARD GRAY, general manager, KGIL San Fernando, Calif., elected chairman of Southern California Broadcasters Assn. Other officers for 1959-60 season: HERBERT COMSTOCK, KAVL Lancaster, vice chairman; CLIFF GILL, KEZY Anaheim, secretary; NORMAN BOGGS, KHJ Los Angeles, treasurer. Elected SCBA directors: WILLIAM BEATON, KWKW Pasadena; LLOYD SIGMON, KMPC, and CALVIN J. SMITH, KFAC both Los Angeles, and ERNEST L. SPENCER, KWIZ Santa Ana. FRED RUEGG, KNX Los Angeles, outgoing president, automatically becomes a member of the board.

• GERALD HARRISON, WLLH Lowell and WMAS Springfield, elected president of United Press International Broadcasters Assn. of Massachusetts. Other officers: F.E. WHITMARSH, WBZ-TV Boston, vp; SHERWOOD J. TARLOW, WHIL Medford, treasurer; ALAN B. WADE, New England radio news editor of UPI, executive secretary. Directors: EDWARD KENNEDY, WWLP-TV Spring-

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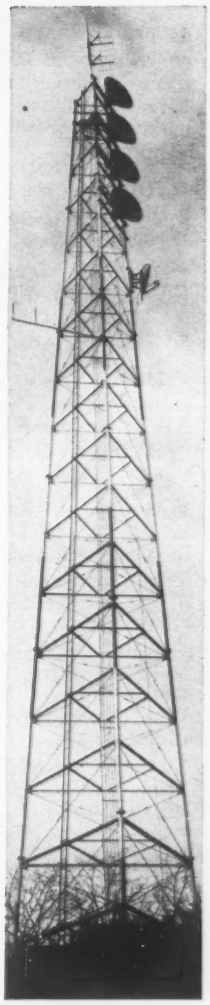

Stainless microwave tower, mounting antenna array and four 6-foot parabolas.

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- Communication Systems
- Broadcast Arrays, or
- Studio-to-transmitter Links

Let Stainless' experienced engineering staff assist you with your tower problems.

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NORTH WALES • PENNSYLVANIA

field; JAMES LITTLE, WTAG Worcester; GEORGE JASPERT, WCCM Lawrence; LINCOLN PRATT, WSAR Fall River, and ROGER ALLEN, WCOP Boston.

• PATTI SEARIGHT, program director of WTOP-AM-FM Washington, elected president of Women's Adv. Club of Washington.

• DOUG LA MEAR, sports director, KGW-AM-TV Portland, Ore., elected president of Oregon Sportswriters & Sportscasters Assn.

• MILT FISHMAN, chief of news and special events, KABC Los Angeles and ABC's Western Div., elected chairman of California Associated Press Television & Radio Assn. for 1959.

• MIKE SHAPIRO, general manager of WFAA-TV Dallas, elected president of Assn. of Broadcasting Executives of Texas, succeeding HOWARD FISHER, vp of Rogers & Smith Adv., that city. Other officers: DAN HAYSLETT, KIXL, vp; MRS. BARBARA SEEVER, Fuller & Smith & Ross, secretary, and BOB KEEFE, Bomar Lowrance-NBC Spot Sales, treasurer. Directors: JERRY DICKINSON, Jamieson Films; DAVE MILAM, Edward Petry & Co.; HAL THOMPSON, Peters, Griffin & Woodward; MRS. WILDA WILSON, Ratcliffe Adv.; Mr. Fisher; AL LURIE, KLIF Dallas; GEORGE UTLEY, WFAA; BILL JONES, Frito Co.; CLIFTON BLACKMON, First National Bank in Dallas; JACK ROGERS, WBAP-TV Dallas, and BOB KING, WFAA-TV.

• EDWARD L. RYERSON, president of Chicago Educational Television Assn. (licensee of WTTW [TV], that city) honored by Chicago Council on Foreign Relations for leadership in civic movements and world travel. Other broadcasters cited by council in its sixth annual "world understanding awards": NORMAN ROSS, air personality of WBKB (TV) and other Chicago stations for serving as "goodwill ambassador" for CARE, and FRANK REYNOLDS, newscaster of WBBM-TV Chicago, for his "Middle East Special Report" filmed abroad last year.

• JACK FITZPATRICK, veteran newscaster, appointed news director of KHOW Denver, Colo., replacing FRANK PLATH, named special events director. BOB PETRE, formerly of KLZ Denver, joins KHOW news staff.

• JOHNNY GUNN, staff announcer of KOMY Watsonville, Calif., promoted to music director.

• JOHN W. STEWART, formerly news director of WADK Newport, to WICE Providence, both Rhode Island, as news editor.

• TODD BURKE, newsman of WEOL-AM-FM Elyria-Lorain, Ohio, appointed news director.

• ROBERT C. BETTS appointed news director of KIOA Des Moines, Iowa.

• NORMAN KRAMER, producer, news and public affairs of WCBS New York, named assistant director of that department.

• ROBERT SQUIRE, formerly assistant to department head, RCA Victor Records, stereophonic tape-recording division, to WHLI Hempstead, N.Y., as assistant to music director.

• ARTHUR WITTUM, formerly audience promotion manager of WBBM-TV Chicago, to KNXT (TV) Los Angeles as assistant director for summer vacation period.

• JIM MERGEN, formerly of KYA-AM-FM San Francisco, to KDAY Santa Monica as account executive.

• BILL DIXON, formerly sales manager of KBUZ Phoenix, Ariz., to WSAI-AM-FM Cincinnati as account executive.

• RICHARD B. KRAUSHAAR, salesman of KTLA (TV) Los Angeles, joins KRKD, that city, as account executive.

• WILLIAM HARKNESS, sales staffer of WSAI-AM-FM Cincinnati, to WCKY, that city, in similar capacity.

• JOHN L. HARVEY, formerly account supervisor of Foote, Cone & Belding, S.F., joins sales staff of KFRC there.

• DEAN GROSSMAN and JACK WALSH join WAKE Atlanta, Ga., as announcers.

• BERNARD LONDON, independent radio-tv producer, to WOR-TV New York as consultant on station's live bowling and harness racing programs.

• EDWIN J. (KIT) BUSH to WDRF Chester, Pa., as engineer.

• GUY TRAVERS, formerly program director of WIPA Annapolis, Md., to WAYE Baltimore as air personality.

• RAY GARLAND, formerly air personality of KCUB Tucson, Ariz., to KVOA-TV, that city, as staff announcer.

• JACK HAMILTON, of WJR Detroit's news staff, named Washington, D.C., news specialist.

Strictly cricket • "Good show!" says U.S. Ambassador to Great Britain John Hay Whitney (l) as he presents the Ambassador's Cup to ABC News London bureau manager Yale Newman (c). Mr. Newman led a swarm of amateur Yank cricketers to victory over the Lords' Taverners, a British amateur team, represented here by Ian Jacob, (r) director general of the BBC and team president. The ceremony took place last month at Lords, the Cooperstown of the cricket world, where the cup will be permanently housed.

Representatives

• JOHN J. KELLY, formerly account executive of MBS, to CBS Television Spot Sales, N.Y., as director of client relations. GEORGE PIOUS, formerly sales service manager, WCAU-TV Philadel-

Congratulations—Kansas-style • During its three-day convention in Wichita, Kansas Assn. of Radio Broadcasters elected officers for the coming year. From left to right: Jim Platt, KBTO El Dorado, secretary-treasurer; Arden Booth, KLWN Lawrence, retiring president; Thomas P. Bashaw, KFH-AM-FM Wichita, new president, and Thad Sandstrom, WIBW Topeka, vice president.

phia, to Chicago office, CBS-TV Spot Sales, as midwest head of client relations department.

• DAVID S. ALLEN, formerly all-media buyer, Benton & Bowles, N.Y., and LEONARD J. MORREALE, formerly sales manager-extended market plan of CBS-TV, to New York television sales staff, Katz Agency.

• JOHN WILSON, account executive of Continental Broadcasting, N.Y., house representative firm of Rollins Broadcasting Co., appointed manager of Continental's Chicago office.

• CALVIN P. COPSEY, account executive in San Francisco office of NBC Radio Spot Sales, transfers to Chicago office. RICHARD MCGEARY, account executive in Hollywood, moves to San Francisco.

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

Programming

• JOSEPH A. MARTINO, president of National Lead Co., N.Y., and ALGER B. CHAPMAN, chairman of board and chief executive officer, Beech-Nut Life Savers, Canajoharie, N.Y., elected directors of American Broadcasting-Paramount Theatres, N.Y.

• JEROME B. GOLDEN, secretary and general counsel, American Broadcasting-Paramount Theatres, N.Y., elected vp.

• JOHN ESAU, eastern sales manager of Programatic Broadcasting Service, N.Y., named national sales manager. NORMAN J. OSTBY continues as western sales manager in Beverly Hills, Calif. Programatic, automatic radio system, was formed last fall by Jack Wrather, who is its board chairman. ROBERT H. PRATER and FREDERICK E. RIKER appointed salesman out of New York office. They were in respective posts of marketing at Benton & Bowles and advertising manager of Savings Bank Journal of New York.

• JOHN R. ALLEN, formerly in charge of radio and tv programming of Tatham-Laird, Chicago, joins United Artists Television, that city, as central division manager, effective today (June 1).

• WILLIAM T. COOLEY, formerly of Kling Studios, Chicago, in fields of selling and production of advertising art, motion pictures and sales promotion, to Commercial Illustrators, same city, as vp in sales department.

• JIM HENSEL and LEON TAYLOR, both eastern division, JOSEPH MOSCATO, north central division and MICHAEL EISLER, south central division, all promoted to spot sales managers of Ziv Television Programs, N.Y. Account executives added: NORMAN DUNSHEE, Utah and Idaho; MIKE LUTTRELL, northern California; NEAL MORRIS, New Mexico and Arizona; CURT MATTIES, west Texas; AL SHORE, Oklahoma and Kansas; LOUIS BERNSTEIN, Los Angeles; CHARLES MCFADDEN, Iowa; CRAIG RUDWIN, North and South Dakota; DON ARTHUR, Wisconsin; JIM ROUBES, Alabama; ROBERT KLEIN, west Pennsylvania; JACK TALEN, Baltimore and Washington, D.C.; S. L. (BUDDY) BROOKS, Virginia and North Carolina; BILL GALLAGHER, Connecticut and Massachusetts; DANIEL MANNING, northern New York.

• RICHARD P. MORAN JR., account executive, CBS Films, Chicago, transferred to New York office.

• FRANK CAPRA elected president of Screen Directors Guild. He succeeds GEORGE SIDNEY, who declined to be candidate after serving unprecedented eight terms as president. Other new officers are JOHN RICH, vp; CLAUDE BINYON, secretary, and HOWARD W. KOCH, treasurer.

• CURTIS KENYON elected president of

26 WEEKS OF FREE
PUBLIC SERVICE RELIGIOUS PROGRAMMING

For Radio and TV Stations

Two series of 13-week, 15-minute programs featuring inspirational music and messages on "The Ten Commandments" and "The Lord's Prayer" . . . A public service for Radio and Television stations . . . Non-Denominational . . . Without emotional appeals and commercialism for the mature spiritual and cultural needs of all communities.

CLIP AND MAIL

The Back to God Hour
10858 S. Michigan Ave., Chicago 28, Ill.

Gentlemen:
Send Me ☐ TV Audition print ☐ Radio tape

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Address_____

City_____ Zone____ State_____

Writers Guild of America, West. Other new officers are, KEN ENGLUND, first vp; LEONARD FREEMAN, second vp; JAMES WEBB, treasurer; KAY LENARD, secretary.

• DAVID DAVIDSON elected president of Writers Guild of America, East. Others elected for two-year term are ERNEST KINOY, first vp; ALVIN BORETZ, second vp; GENE WYCKOFF, secretary and ROBERT ALLISON, treasurer.

• CHARLES H. WASSERMAN elected president of Screen Directors International Guild, succeeding HOWARD T. MAGWOOD. Other new officers: JACK GLENN, first vp; Mr. Magwood, second vp; BERT LAWRENCE, secretary and JOSEPH LERNER, treasurer. GEORGE L. GEORGE continues as executive secretary and ERWIN FELDMAN as general counsel.

• J. JOSEPH SAMETH, 63, sales vp of Radio Recorders of Hollywood until his retirement because of illness last month, died May 16.

Equipment & Engineering

• HAROLD S. GENEEN resigns as executive vp of Raytheon Co., to become president of International Telephone & Telegraph Corp. He succeeds EDMOND H. LEAVEY, who will serve as chairman until his retirement this summer.

• ROBERT E. LEWIS, president of Sylvania Electric Products, N.Y., elected to board of directors of Harris-Intertype, Cleveland.

• THOMAS V. JONES, president of Northrop Corp., Beverly Hills, Calif., elected board chairman of Page Communications Engineers, Washington, subsidiary of Northrop. Mr. Jones succeeds late WHITLEY C. COLLINS, who died May 12. WILLIAM BALLHAUS, corporate vp and general manager of Nortronics Div. of Northrop, elected to PCE board.

• GEORGE T. SCHARFFENBERGER, president of Kellogg Switchboard & Supply Co., Chicago, ITT Div., today (June 1) becomes vp of Litton Industries and president of Litton's Westrex Corp., N.Y., manufacturer of communications and sound recording and reproducing equipment.

• WALTER E. HUSSELRATH, 57, general superintendent for all plants, Allen B. Du Mont Labs., Clifton, N.J., died May 25, enroute to hospital, following heart attack at plant. He had been with Du Mont Labs since 1942.

• ALBERT J. FRANCZAK elected assistant treasurer and EDWIN M. SCHROEDER, attorney, named assistant secretary at Zenith Radio Corp., Chicago. Mr. Franczak continues as assistant controller. They were not elected to board of directors as reported in BROADCASTING May 18.

Allied Fields

• MURRAY MARTIN, chairman of operations committee, Communications Counselors, N.Y. (PR affiliate of McCann-Erickson), appointed executive vp.

MR. CROSS

• CHRISTOPHER CROSS, formerly vp and pr director, Grey adv., N.Y., to Pan-American Public Relations Ltd., N.Y., as president, effective July 6.

• WALTER MEYER, formerly assistant project director of Dancer-Fitzgerald-Sample, N.Y., to R.H. Brusdin Assoc., market research, New Brunswick, N.J., as senior project director. DONALD BOWDREN, formerly research associate Curtis Publishing Co., Phila., also joins company as senior project director.

• ETHEL NELSON BLUME, 40, wife of Jack P. Blume, Washington communications attorney, and sister of Joseph N. Nelson, FCC Broadcast Bureau staff executive, died in Washington, D.C., May 27 of cancer.

Government

• JOHN MARSHALL STARK, assistant U.S. attorney for District of Columbia in appellate division for past year, appointed minority counsel for House Legislative Oversight Subcommittee.

International

• ROBERT A. STEVENSON to radio-television director of Spitzer & Mills Ltd., Toronto advertising agency.

MR. MCMAHON

• GILES A. MCMAHON, sales representative of CKLW-AM-TV Windsor, Ont., promoted to account executive. Mr. McMahon will head station's Canadian radio-tv sales division at national and local levels.

• EWART GREIG, 65, chairman of board of Union Carbide Canada Ltd., Toronto, and pioneer Canadian broadcaster, died in Toronto on May 18. In early 1920s he started former CKNC Toronto, Ont., for Eveready Battery division of what later became Union Carbide Canada. Station ceased operation about 20 years ago.

Fulltime facility in Southern California. Steady increase in gross income over past few years. Total consideration $250,000.00. 29% down. Balance out over reasonable period.

Midwestern facility. Single station market. Only available frequency. Total consideration $800,000.00. $250,000.00 down. Excellent cash flow. Valuable real estate.

HAMILTON-LANDIS & ASSOCIATES. Inc.

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Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	RIverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

TEENAGERS AND TASTEMAKING

Coca-Cola franchisers use radio to round up the market

For the teen-age market, Coca-Cola bottlers are making specialized use of a middle-aged medium—radio. They are getting instant and enthusiastic response to some 300 *Hi-Fi Club* programs.

The franchiser Coca-Cola Co., through its agency, McCann-Erickson, serves up the *Hi-Fi Club* idea much as it distributes its Coke syrup internationally. Local bottlers take the basics and add the bubbles. In the case of the *Hi-Fi Club*, they take the show format and turn it into a local product. The bottlers buy time on hometown stations and merchandise the show wherever teenagers congregate—at home, in school, in recreation halls and even in skating rinks.

McCann-Erickson produces a prototype *Hi-Fi Club*, furnishing recorded music, star interviews, scripts and promotion material. The hometown disc jockey uses whatever he needs to build his own show.

Coke Crowds • Since the first of the year, when *Hi-Fi Clubs* started appearing on local radio schedules, legions of Coke drinkers have become members. The KNUZ Houston, Tex., *Hi-Fi Club* issued 31,000 membership cards in its first six weeks. The program, placed for the Houston Coca-Cola Bottling Co. by the Max H. Jacobs Agency, goes on for an hour Monday through Friday evenings and three hours Saturday nights. One of the KNUZ club's first undertakings, an "ice hop," drew 2,642 skaters, with nearly as many turned away. The second ice hop attracted some 3,000.

70% Joined • In Augusta, Ga., the club started off with 70% of the high school-junior high population committed to membership. The Augusta bottler is under a long-term contract for a half-hour show weeknights and an hour on Saturday. The five day *Hi-Fi Club* of WIBG Philadelphia signed 16,343 members in its initial months. The club on KPHO Phoenix, Ariz., had 3,000 by the end of March. The first dance staged by the KMOX Monroe, La., *Hi-Fi Club* taxed limited facilities of a local recreation center.

Typical of the *Hi-Fi Club* setup in towns and cities across the country is that organized through WSAZ Huntington, W.Va. The local bottler has bought the after-school hour of 4-5 p.m. on schooldays, placing a popular disc jockey in charge. Highlighting club activity are dances at area high schools, where separate clubs handle the affairs. Dances are free (unless students wish to collect money for a school project) and include doorprize awards on the entertainment bill.

The club organization varies from market to market, with wholesome activity for members a prime objective. Student representatives handle memberships in schools. Dances are chaperoned by faculty or Coca-Cola officials, in private homes as well as in schools.

Fun & Games • The Coca-Cola Co. and McCann-Erickson keep clubs supplied with show and promotional material to encourage teenage participation. Samples: especially produced records feature an orchestral background for *Hi-Fi Club* sings; Skitch Henderson serves up music in varied beats for sprightly dance contests; tunes played backward and other gimmicks provide musical games for club members.

Club members aren't limited to dancing and games. Sometimes they sit down to dine in style. A dress-up dinner was one of this last year's features for KGAK Gallup, N.M., club. Across the Canadian border, CHUM Toronto plugs club membership in its printed Hit Parade lists regularly distributed to local young people. CJMS Montreal conducts the whole thing in French daily and Saturdays.

For WLW Cincinnati, as in other markets, the *Hi-Fi Club* show serves not only its own primary ends but also serves as a bulletin board for disc jockey promotional appearances.

• Drumbeats

• "Who's laughing?" asked WMBD Peoria, Ill., as the recorded laugh of first one and then another prominent Peorian was heard on the air. A total 1,025 postcards were received in six separate two-day contests. Division of $750 worth of prizes was done by drawing from cards of listeners who correctly identified the laughs. Peorians whose laughs were used in the promotion: the mayor, the city treasurer, a basketball star, school principal, the YMCA secretary and the police captain.

• A premium tie-in with car radio sales is being used by Motorola Inc. during the spring and summer selling season. A "breezy-seat" cushion is offered by dealers as a sales clincher, traffic-builder or other tie-in with car sales. The cushion is constructed of coil spring, covered with openmesh fiber.

• NBC's Chicago stations, WMAQ and WNBQ (TV), report sales of a Space Age News Map earlier this spring exceeded 25,000. Tv mail came from 31 states, the District of Columbia and Canada, and radio orders from 40 states, D.C., Canada and the new state of Hawaii. The maps cost 25 cents and were promoted in a three-week campaign of radio and tv announcements.

• The Junior Achievement (commercial training for teenagers) program of WEIM Fitchburg, Mass., has won a national Junior Achievement Cos. award. The station organized Radio Achievers last October. Teenagers sold shares for capital, elected officers, announcers, copywriters, salesmen, a program director and conducted their promotion as a commercial enterprise. As well as the national award, Radio

By way of contrast • C. R. (Dick) Watts (seated), general manager of KVII-TV Amarillo, Tex., drives the station buggy over to Garner Motors, Amarillo, to see how many new Oldsmobiles were sold in a three-day tv *Olds-a-Thon*. The report by President Bob Garner (c) and Gene Horn (l), general manager of Garner Motors: 145 Olds' sold.

The record was chalked up with 28 night and early morning hours over KVII-TV and around-the-clock selling at the Garner showrooms one Thursday morning until the following Saturday night. The big remote was produced by KVII-TV and Garner's agency, Panhandle Adv., using a four-camera crew, name talent (Adolphe Menjou, Charlie Applewhite and others), and a variety of sales angles.

One of the Garner gimmicks was a car appraisal contest offering a vacation trip award. Cars lined up for appraisal stretched as far as five blocks in Amarillo.

KVII-TV fed portions of the show two nights to other Amarillo stations, KFDA-TV and KGNC-TV. The show over KVII-TV lasted all night, 7 p.m. to 9 a.m., May 7 and May 8, spanning the morning of May 9.

Achievers won a Junior Achievers "Best In Sales" award.

• KFPW Fort Smith Ark., covered the local Armed Forces Day parade from a jet plane. The jet T-33, courtesy of the 184th Tactical Reconnaisance Squadron of the Arkansas Air National Guard, flew over the town at 405 mph while KFPW Manager Charles Jones described the parade. His broadcast included a conversation with the flight leader of the 184th while the squadron was flying over the town. After the parade, Mr. Jones' plane performed rolls as he broadcast how it felt.

• A WERE Cleveland, Ohio, "Sweet 16 Club," organized last January, has 1,000 members. Teenagers whose names are submitted to air personality Bill Randle as they reach their 16th birthday, are sent a membership card that entitles them to dances sponsored by WERE for the club. Members also receive a half-gallon of ice cream and a phonograph record autographed by Mr. Randle.

• Clients of WSAZ Huntington, W.Va., ran the station May 20 as well as advertising on it. The occasion was WSAZ's fourth annual Radio Announcer Day in which about 50 local sponsors acted as announcers, newscasters and disc jockeys from sign-on to sign-off.

• WLOB Portland, Me., bought time on a tv station to simulcast its "Miss Greater Portland Scholarship Pageant." WLOB gave the winning beauty queen a $250 scholarship and other prizes.

Unlimited cooperation

Chicago broadcasters will play an active role at the 1959 International Trade Fair there July 3-18, based on planning by Chicago Unlimited and the Chicago Assn. of Commerce & Industry.

Local radio-tv stations are expected to give the fair intensive air support, contribute broadcast personalities for entertainment and maintain display booths. Some 400 individual exhibitors will have space at the Navy Pier exhibition hall, where 150,000 buyers are expected. Network and local radio-tv shows will originate from the fair. A $100,000 advertising program was launched in April by trade fair management. The account is handled by J. Walter Thompson Co.

Glamorizing the grocer

This spring, KNEW Spokane, Wash., decided it was time to put some new life into its *Grocer of the Week* show. So the program was cancelled for a time, while programmers got ready to blast off with a new format. Meanwhile KNEW ran a teaser campaign cueing announcements to the debut date of the re-formatted *Grocer of the Week*. A few days before the Saturday show the location was announced.

When the big day came, the promotion was staged as a venture into space. A two-hour broadcast was originated from a remote mobile unit hoisted by a crane above Albertson's Shopping Center, area supermarket. Staff "spacemen," rides for children, display vehicles, police and ambulances all were on hand to whip up excitement in the crowd. In-store announcements, product demonstration and samples highlighted the broadcast.

The result: Double traffic in the store that day and 30% better sales that weekend for KNEW's *Grocer of the Week*.

Cedar Street story

WVOX New Rochelle, N.Y., had an active role in the city's "Cedar Street Project," an urban redevelopment venture which received special community-wide support the week ending today (June 1).

Promotions by WVOX included flying a helicopter over the city with loudspeakers announcing the project; a May 31 hour-long documentary, written and narrated by tv star Dennis James; a high school essay contest; one-minute spots taped by the heads of 35 civic organizations; interviews with civic leaders and the major, plus the distribution of placards showing the station's call and dial spot to local merchants.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

May 21 through May 26. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

New Tv Stations

APPLICATIONS

***Wilmington, Del.—Metropolitan Philadelphia Educational Radio & Television Corp.** Vhf ch. 12 (204-210 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 874 ft., above ground 917 ft. Estimated construction cost $513,000, first year operating cost $350,000, revenue none. P.O. address 1622 Chesnut St., Philadelphia 3, Pa. Studio location Wilmington. Trans. location near Glassboro, N.J. Geographic coordinates 39° 41′ 21″ N. Lat., 75° 05′ 20″ W. Long. Trans.-ant. RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Applicant is licensee *WHYY-TV, uhf educational tv station in Philadelphia, and *WHYY (FM) Philadelphia. Ann. May 21.

Panama City, Fla.—Bay Video Inc. Vhf ch. 13 (210-215 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 919 ft., above ground 960 ft. Estimated construction cost $450,600, first year operating cost $352,900, revenue $396,800. P.O. address 6 E. 4th St., Panama City. Studio location Panama City. Trans. location Northeast of Panama City. Geographic coordinates 30° 22′ 05″ N. Lat., 85° 12′ 24″ W. Long. Trans. Standard Electronics, ant. GE. Legal counsel Cohn & Marks. Consulting engineer Lohnes & Culver. Principals include **John S. Thompson, W. B. Pape, W. F. Joseph, H. N. Tillman, L. D. Lewis, Carlyle W. Dixon, John O. Fore, E. L. DuKate** and **James V. McNamara** (8.3% each), **Frank H. Pape** (18%) and others. Messrs. Thompson, Tillman, Fore, Lewis are local businessmen. Mr. DuKate and Lewis are owners WPCF Panama City, Fla. Messrs. W. B. and Frank Pape are officers of WALA-AM-TV Mobile, Ala. Mr. McNamara is employe WALA-AM-TV. Ann. May 21.

San Angelo, Tex.—Abilene Radio & Television Co., vhf ch. 3 (60-66 mc); ERP 17.87 kw vis., 8.94 kw aur.; ant. height above average terrain 596 ft., above ground 466 ft. Estimated construction cost $198,990, first year operating cost $26,400, revenue none estimated. P.O. address 4510 S. 14th St., Abilene, Tex. Studio & trans. location near San Angelo. Geographic coordinates 31° 37′ 22″ N.Lat., 100° 26′ 14″ W.Long. Trans.-ant. GE. Legal counsel Arthur R. Schroeder, Washington. Consulting engineer Everett L. Dillard, Washington. Principals include **Dale Ackers, Jack Andrews, Christine A. Cagle** (25% each) and **Sybil** and **Lewis J. Ackers** (25% as husband and wife). Abilene Radio & Television Co. owns KRBC-AM-TV Abilene. Ann. May 26.

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New Am Stations

APPLICATIONS

Idaho Falls, Idaho—Western Radio Corp. 1400 kc, 250 w. P.O. address 1095 Stanger, Idaho Falls. Estimated construction cost $9,770, first year operating cost $48,000, revenue $60,000. Principals, each owning approximately one-third, are **Garner A. Mabry, William E. Sherla** and **Melvin L. Smith.** Mr. Mabry is in real estate and investment; Mr. Sherla has interest in KLOQ Yakima, Wash., and Mr. Smith is life insurance salesman. Ann. May 21.

Beaver Dam-Hartford, Ky.—Beaver Dam Bcstg. Co. 1450 kc, 100 w. P.O. address Box 185, Campbellsville, Ky. Estimated construction cost $9,954, first year operating cost $25,550, revenue $34,875. Equal partners are **J. B. Crawley** and **W. B. Kelly.** Messrs. Crawley and Kelly are partners in radio-tv sales & service business. Mr. Kelly is chief engineer WLBN Lebanon, Ky. Ann. May 26.

Espanola, N.M.—Community Bcstg. Co. of Espanola. 1370 kc, 1 kw D. P.O. address Box 749, Los Alamos, N.M. Estimated construction cost $17,397, first year operating cost $17,435, revenue $29,000. Principals are **Darrel K. Burns** (65%) and **Virgil A. Parker III** (35%). Both have equal interests in KRSN-AM-FM Los Alamos. Ann. May 25.

Existing Am Stations

APPLICATIONS

KOTN Pine Bluff, Ark.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. May 25.

WPAM Pottsville, Pa. — Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. May 21.

WDXL Lexington, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. May 28.

KVEL Vernal, Utah — Cp to increase power from 1 kw to 5 kw and change type trans. (1250 kc). Ann. May 28.

WNEL Caguas, P.R.—Cp to change frequency from 1450 kc to 640 kc, increase power from 250 w to 5 kw, change hours of operation from unl. to D, install new trans. and make changes in ant. system (increase height) amended to change frequency to 1430 kc, power to 1 kw, 500 w-LS, change hours to unl. and change type trans. Ann. May 25.

New Fm Stations

APPLICATIONS

Oceanside, Calif. — **Benjamin C. Brown** 107.7 mc, 5.4 kw. P.O. address Star Route, Bonsall, Calif. Estimated construction cost $22,076, first year operating cost $31,200, revenue $48,000. Mr. Brown is engineer at KFKD Los Angeles. Ann. May 26.

Terre Haute, Ind. — **William J. Kulinski** 100.7 mc, 3.64 kw. P.O. address Box 433, Terre Haute. Estimated construction cost $7,897, first year operating cost $12,936, revenue $15,000. Mr. Kulinski is retail hardware merchant and owns recording company. Ann. May 25.

St. Louis, Mo.—KADY Inc. 96.5 mc, 24.7 kw. P.O. address Box 6155, St. Louis 21. Estimated construction cost $20,213, first year operating cost $20,000, revenue $22,000. Principals are **William R. Cady Jr.** (80%), **Jack A. Chenoweth** (10%) and **Omar Schnatmeier** (10%). Applicant owns KADY St. Louis. Ann. May 26.

Waukesha, Wis. — **Waukesha Bcstg. Inc.** 106.1 mc, 3.256 kw. P.O. address 319 W. Main St., Waukesha. Estimated construction cost $11,500, first year operating cost $10,000, revenue $10,000. Applicant owns WAUX Waukesha. Ann. May 21.

Ownership Changes

ACTIONS BY FCC

WIIN Decatur, Ga.—Granted (1) renewal of license and (2) transfer of control from **Emil J. Arnold** to **Sylvia Gold Cohen, Philip D. Denton, Dorothy R. Biesecker** and **Arthur Long;** consideration $150,000 (BTC-3046). Comrs. Bartley, Lee and Ford dissented. Ann. May 21.

WCBD Chicago, Ill.—Granted assignment

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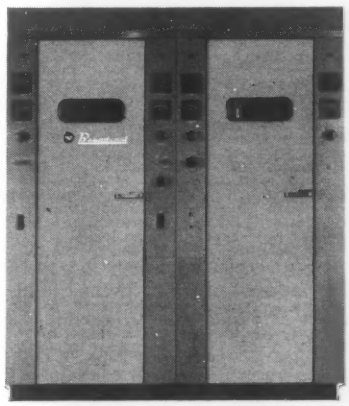

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of license from **Michael J. Mintern**, as general overseer, to **Oscar, Gertrude, Julius** and **Bertha Miller**, d/b **Radio Station WAIT** (WAIT Chicago); consideration $132,000 for contracts for sale of time and goodwill of station. WAIT, which shares time and facilities with WCBD, will become full daytime only station (instead of specified hours). Ann. May 21.

WABW Annapolis, Md. — Granted relinquishment of positive control by **Max Reznick** through sale of 50% interest to **Morris Silberman** for $5,000. Ann. May 21.

WJMB Brookhaven, Miss.—Granted transfer of control from **Tullius Brady**, et al., to **Aubrey Hilton Felder**; consideration $51,000. Ann. May 21.

KXLO Lewistown, Mont.—Granted assignment of license to **Marlin T. Obie** (KRAD East Grand Forks, Minn.); consideration $120,000. Ann. May 21.

WWSC Glens Falls, N.Y.—Granted assignment of license to **Normandy Bcstg. Corp. (John B. Lynch)**; consideration $212,000 including $14,000 for seven years consultant agreement and $56,000 for agreement not to compete in Glens Falls area for seven years. Ann. May 21.

WALY Herkimer, N.Y.—Granted transfer of control from **Louis Adelman**, et al., to **Richard K. Thorman** and **George A. Baker**; consideration $75,000 subject to certain adjustments. Ann. May 21.

WSNB Islip, N.Y.—Granted assignment of cp to **South Shore Bcstg. Corp. (Maurice S. Weiss**, president); consideration $15,000 for expenses plus agreement to lease, with option to purchase, certain real estate of assignor to erect building thereon. Ann. May 21.

WRVM Rochester, N.Y.—Granted transfer of control from **Harry Trenner** to **State Bcstg. Inc. (Frank W. Miller Jr.**, president); consideration $210,000. Ann. May 21.

WRNY Rome, N.Y.—Granted assignment of cp from **Joseph A.** and **Philip S. Marturano** to **WRNY Inc.**; stock transaction and reimbursement to assignors for expenses. **Olean Bcstg. Corp.**, 55% assignee stockholder, is licensee of WMNS Olean, and WIPS Ticonderoga, both New York, and one stockholder has minority interest in WFRM Coudersport, and WNBT Wellsboro, both Pennsylvania. Ann. May 21.

WSAI-AM-FM Cincinnati, Ohio—Granted transfer of control from **Sherwood R. Gordon** to **Consolidated Sun Ray Inc.** (WPEN-AM-FM Philadelphia, Pa., and WALT Tampa, Fla.); consideration $1,907,212. Comr. Bartley dissented. Ann. May 21.

WSOM (FM) Salem, Ohio—Granted assignment of license from **Russell C. Jones** to **Salem Bcstg. Co.** (Mr. Jones, president); consideration $50,738. Ann. May 21.

KTLQ Tahlequah, Okla.—Granted assignment of license to **Camelleta Corp. (Jim Egan**, president); consideration $77,000 and agreement to employ **Galen O. Gilbert**, assignor president, as consultant for three years at $150 per week. Ann. May 21.

KPAM, KPFM (FM) Portland, Ore.—Granted assignment of licenses from **Stanley M. Goard**, et al., to **Gospel Bcstg. Co. (F. Demcy Mylar**, president, is 50% owner of KRWC Forest Grove, Ore.); consideration $200,000. Comr. Bartley dissented. Ann. May 21.

WERC-AM-FM, WERC Bcstg. Corp., Erie, Pa.—Granted assignment of licenses to **Cleveland Bcstg. Inc.** (WERE-AM-FM-TV Cleveland, Ohio); consideration $270,000. Ann. May 21.

WPIC-AM-FM Sharon, Pa.—Granted assignment of licenses from **A. W. McDowell**, et al., to **Sharon Bcstg. Inc. (William H. Rich**, president, and two other stockholders have interest in WMGW Meadville, Pa.); consideration $510,000, including agreement not to compete for period of 10 years within radius of 150 miles of Sharon. Ann. May 21.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through May 26

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,322	37	124	698
FM	568	42	141	81
TV	457[1]	63	102	114

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through May 26

	VHF	UHF	TOTAL
Commercial	441	79	520[3]
Non-commercial	32	10	42[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through April 30, 1959

	AM	FM	TV
Licensed (all on air)	3,318	562	455[1]
CPs on air (new stations)	36	39	64[2]
CPs not on the air (new stations)	123	143	102
Total authorized stations	3,477	744	667
Applications for new stations (not in hearing)	491	54	40
Applications for new stations (in hearing)	159	21	70
Total applications for new stations	650	75	110
Applications for major changes (not in hearing)	555	40	34
Applications for major changes (in hearing)	49	0	17
Total applications for major changes	604	40	51
Licenses deleted	0	2	0
CPs deleted	1	2	2

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

WYNN Florence, S.C. — Granted assignment of license from **Vernon H.** and **Virginia L. Baker** to **WYNN Inc. (Joe Speidel III**, president, is majority stockholder of WOIC Columbia, WPAL Charleston, and WWBD Bamberg, all South Carolina); consideration $47,500. Ann. May 21.

KLUK Evanston, Wyo.—Granted assignment of license to **Morgan County Bcstg. Co.** (KFTM Ft. Morgan, Colo.); consideration $24,000. Ann. May 21.

APPLICATIONS

KNLR North Little Rock, Ark.—Seeks assignment of license of **Arkansas Valley Bcstg. Co.** from **L. R. Luker** to **Claude Carpenter Jr.** for $36,000. Mr. Carpenter is attorney, field representative for U.S. Congressman Dale Alford, former administrative assistant of Gov. Orval E. Faubus and former Assistant Attorney General, State of Arkansas. Ann. May 25.

KLYD-KGEE-FM Bakersfield, Calif.—Seeks assignment of license from **Edward E. Urner** to Mr. Urner (56%), **Bryan J. Coleman** (17%), **William B. Elliot** (12%) and **George R. Daisa** (10%). Total consideration $30,800. Ann. May 21.

KDAY Santa Monica, Calif.—Seeks transfer of control of **Radio California Inc.** (presently owned by **Gotham Bcstg. Corp.** and **John D. Keating**) to **John D. Keating**. Consideration: Mr. Keating will transfer seven shares of Gotham stock to Gotham Bcstg. Co. After transfer Mr. Keating will be sole owner of KDAY. Mr. Keating is also being retained as consultant to Gotham's WINS New York at salary of $1,000 per month for 80 months. Mr. Keating is vice president, director and/or general manager of KTVR (TV) Denver, Colo., KONA-TV Honolulu and KALA-TV Wailuku, Hawaii. Ann. May 25.

KBLR Goodland, Kan.—Seeks assignment of license from **Goodland Bcstg. Co. (James E. Blair)** to **Tri-State Radio Inc.** for $125,000. Purchasers are same as those purchasing KBLR-TV (see below). Ann. May 21.

KBLR-TV Goodland, Kan.—Seeks transfer of control of **Tri-State Television Inc.** from **James E. Blair** to **Leslie E. Whittemore** (20%), **Wallace L. Vander Jagt** (15%), **Raymond Roark, Virginia Roark, Donald Toland, Gordon Toland, Casey Van Genderen Jr.**, and **Iron Mueller** (10% each) and **Edgar R. Jones** (5%), for $25,000. Mr. Whittemore is CPA, Mr. Vander Jagt is attorney, Mr. Jones manager KBLR-AM-TV, Messrs. Roark and Mueller are farmers, Donald Toland is employe KOA Denver and Gordon Toland is captain in Air Force. Ann. May 21.

WNEB Worcester, Mass.—Seeks transfer of 49.5% of stock of **New England Bcstg. Co.** from estate of **Paul C. Lytle** to New England Bcstg. Co. for $133,650. After transfer, **John J. Hurley**, present 49.5% owner, will hold 97% of outstanding stock. Ann. May 21.

WHRV Ann Arbor, Mich.—Seeks assignment of license from **Mayne Bcstg. Co.** to **Zanesville Publishing Co.** for $300,000. **Clay Littick**, owns 87.5% of applicant. Zanesville Publishing Co. owns WTAP Parkersburg, W.Va., has majority interests in WHIZ-AM-TV Zanesville, Ohio., and publishes *Zanesville Time Recorder* and *Signal*. Ann. May 26.

WOHP Bellefontaine, Ohio—Seeks assignment of license from **Lake Erie Radio & Television Corp.** (a Pennsylvania corporation) to **Lake Erie Radio & Television Corp.** (an Ohio corporation). No consideration involved. Ann. May 25.

KFIR North Bend, Ore.—Seeks transfer of control of **Bay Bcstg. Co.** from **Vernon C. Ludwig** to **Josephine E. Edwards** for $6,500 and release from $72,000 promissory note due to Mrs. Edwards, who is former owner KFIR. Ann. May 25.

WPFP Park Falls, Wis.—Seeks assignment of license from **Northland Bcstg. Co. (Gordon F. Schluter** and **Norman C. Hoefferle)**

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to Mr. Schluter, who presently owns 88.5%, for $7,000. Ann. May 21.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Charles J. Frederick issued initial decision looking toward granting applications of Binder-Carter-Durham Inc., to increase power of WAMM Flint, Mich., from 500 w to 1 kw, continuing operation on 1420 kc, DA-D; Kalamazoo Bcstg. Co. for new am station to operate on 1420 kc, 1 kw, DA-D, in Kalamazoo, Mich.; Northern Indiana Bcstrs. Inc., to increase daytime power of WIMS Michigan City, Ind., from 1 kw to 5 kw and change from DA-N to DA-2, continuing operation on 1420 kc with 500 w-N, and Dowagiac Bcstg Co. for new station to operate on 1440 kc, 500 w, D, in Dowagiac, Mich. and denying application of The Circle Corp. to change facilities of WKLZ Kalamazoo, Mich., from 1470 kc, 500 w, D, to 1440 kc, 5 kw, DA-D. Ann. May 26.

Hearing Examiner J. D. Bond issued initial decision looking toward denying applications of Capitol Bcstg. Co. and W. A. Pomeroy for new am stations to operate on 730 kc, DA-D—Capitol with 500 w in East Lansing, and Pomeroy with 250 w in Tawas City-East Tawas, both Mich. Ann. May 25.

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of KGB Inc., to change trans. location and increase daytime power of KGB San Diego, Calif., from 1 kw to 5 kw, continuing operation on 1360 kc with 1 kw, N, and denying for default applications for new am stations by M.V.W. Radio Corp. (1360 kc, 5 kw, DA, D), San Fernando, Robert S. Marshall (1360 kc, 500 w, DA, D), Newhall, and Wilson Bcstg. Co. (1370 kc, 1 kw, DA-2, U), Oxnard. Ann May 25.

STAFF INSTRUCTIONS

Commission on May 21 directed preparation of document looking toward granting application of Hardin County Bcstg. Co. for new am station to operate on 1300 kc, 500 w, D, in Silsbee, Tex. Initial decision of Aug. 22, 1958 looked toward this action.

OTHER ACTIONS

By order, Commission (1) denied petition by Tucumcari Television Inc., to dismiss its application for new tv translator station on ch. 70 in San Jon, N.M., and (2) rescheduled May 22 oral argument in proceeding from 3:45 p.m. to 10 a.m. Ann. May 21.

Commission extended time from June 22 to Aug. 3 to file comments, and to Sept. 15 for replies, in proceeding concerning proposed changes in tv broadcast rules with respect to option time and right to reject network programs. CBS and NBC had requested longer extensions of time to file. Ann. May 21.

Routine Roundup

BROADCAST ACTIONS

By Broadcast Bureau

Actions of May 22

WGES Chicago, Ill.—Granted assignment of license to **John A. Dyer**, et al.

KPSO Falfurrias, Tex.—Granted assignment of license to **Bob Hicks** and **J. W. Stewart**, d/b **Bob Hicks Enterprises.**

KSOX Raymondville, Tex.—Granted assignment of license to **Bob Hicks** and **J. W. Stewart**, d/b **Bob Hicks Enterprises.**

WSBA-TV York, Pa.—Granted license for tv station.

KVAL-TV Eugene, Ore.—Granted license for auxiliary ant. system at main trans. site.

WFGA-TV Jacksonville, Fla.—Granted license covering decrease in aur. ERP.

KPTV (TV) Portland, Ore.—Granted license covering changes in tv station; aur. ERP 158 kw.

WISC-TV Madison, Wis.—Granted license covering changes in tv station; ant. 1190 ft.

KPIX (TV) San Francisco, Calif.—Granted license covering change in modulation system of vis. and aur. trans.

WDAY-TV Fargo, N.D.—Granted license covering changes in tv station.

WOAI-TV San Antonio, Tex.—Granted licenses covering changes in tv station; ant. 1480 ft. (main trans. & ant.); and maintenance of licensed trans. and ant. at old trans. site as auxiliary facilities (aux. trans. & ant.).

WCAR Detroit, Mich.—Granted licenses covering changing present main daytime trans. to a main trans. for both day and night operation and changing main nighttime trans. to auxiliary trans. for day operation and as alternate main trans. for nighttime operation.

WNNJ Newton, N.J.—Granted license covering installation of aux. trans. (BL-7440).

WEAM Arlington County, Va.—Granted license covering changes in DA-D and change from DA-1 to DA-2 (BL-7284).

KJEF Jennings, La.—Granted license covering change of hours of operation from unl. to daytime (non-DA), and make changes in ant. system (increase height).

WGGA Gainesville, Ga.—Granted license covering installation of new trans.

WOKS Columbus, Ga.—Granted license for am station.

WSEN Baldwinsville, N.Y.—Granted license for am station.

KDMS El Dorado, Ark.—Granted license to use auxiliary trans. at present main trans. location.

WWXL Manchester, Ky.—Granted license covering change in frequency and hours of operation.

WAFG-TV Huntsville, Ala.—Granted mod. of cp to change ERP to vis. 17.41 kw, aur. 9.55 kw; install new trans., change type of ant. and make changes in equipment; ant. 1020 ft.

KOAT-TV Albuquerque, N.M.—Granted license covering changes in tv stations (main trans. & ant.).

WGR-FM Buffalo, N.Y.—Granted mod. of cp to decrease ERP to 16 kw; change ant. height to 630 ft., and change studio and trans. location (side-mount fm ant. on tv tower).

KPOD Crescent City, Calif.—Granted mod. of cp to change ant.-trans. and studio locations.

WLOK Memphis, Tenn.—Granted change of remote control authority.

KSDA Redding, Calif.—Granted extension of authority to remain silent to July 1.

Following stations were granted extensions of completion dates as shown: WYZZ (FM) Wilkes-Barre, Pa. to May 31; WNCN (FM) New York, N.Y. to Aug. 3; KLIR-FM Denver, Colo. to July 9; WGR-FM Buffalo, N.Y. to Sept. 1.

Actions of May 21

KJAX Santa Rosa, Calif.—Granted assignment of license of Radio Santa Rosa to **Lew L. Gamble** and **Joseph Gamble Stations Inc.**

KCND-TV Pembina, N.D.—Granted assignment of cp of Community Radio Corp. to **Pembina Bcstg. Inc.**

WHBT Harriman, Tenn.—Granted license covering change of facilties, and installation new trans.

WJAR Providence, R.I.—Granted licenses covering installation new main trans.; and alternate main trans.; remote control permitted while using non-directional ant.; actions without prejudice to whatever further action Commission may deem appropriate as result of decision ultimately reached in Sinclair et al. vs. Industrial National Bank of Providence, et al. currently pending in Supreme Court of State of Rhode Island.

WMNA-FM Gretna, Va.—Granted license for fm station.

WKIC-FM Hazard, Ky.—Granted cp to change frequency to 94.1 mc.

WEQR (FM) Goldsboro, N.C.—Granted cp to increase ERP to 25.5 kw; and install new trans. and ant.

WGAL-FM Lancaster, Pa.—Granted cp to decrease ERP to 3.6 kw; increase ant. height to 940 ft.; change ant.-trans. location (side-mount fm ant. on present WGAL-TV tower); install new ant. and trans.

WEBR-FM Buffalo, N.Y.—Granted mod. of cp to change ERP to 105 kw; increase ant. height to 710 ft.; change trans. location, type trans. and ant., make changes in ant. system and change frequency to 94.5 mc.

KETO-FM Seattle, Wash.—Granted mod. of cp to change type ant., type trans., studio location and remote control point; ant. 1100 ft.

KNOB (FM) Long Beach, Calif.—Granted mod of cp to change type trans.

KPUP (FM) San Francisco, Calif.—Granted mod. of cp to increase ERP to 39 kw; ant. height to 1140 ft.; change trans. location and type ant.; remote control permitted.

KJAZ (FM) Alameda, Calif.—Granted mod. of cp to increase ERP to 1 kw; decrease ant. height to minus 60 ft.; change trans. location, type ant. and trans.

Actions of May 20

WARA Attleboro, Mass.—Granted acquisition of positive control by **Jerome Ottmar** through purchase of stock from **Texas Instruments Inc.**

WIIN Atlanta, Ga.—Granted license covering increase in power, installation DA-D, make change in ground system, installation new trans, change ant.-trans., studio and station locations.

WDHF (FM) Chicago, Ill.—Granted license for fm station; remote control permitted.

WKBN-FM Youngstown, Ohio — Granted license covering increase in ERP and ant. height and changes in ant. system.

WIIN Atlanta, Ga.—Granted mod. of license to change name to WIIN Inc.; without prejudice to whatever action Commission may deem warranted with respect to pending application for renewal of license of WIIN and questions existing in connection therewith.

WMGM New York, N.Y.—Granted mod. of license to change name to Loew's Theatres Bcstg. Corp.

WVIP Mount Kisco, N.Y.—Granted mod. of license to change name to Suburban Bcstg. Inc.

WPKY Princeton, Ky.—Granted cp to install new ant. and ground system.

WSRO Marlborough, Mass.—Granted cp to make changes in directional ant. system (relocate one tower at same site); condition.

WIL St. Louis, Mo.—Granted cp to install new trans. (main trans. location) for auxiliary purposes only.

WRNY Rome, N.Y.—Granted mod. of cp to change type trans. and move ant.-trans. location 331 ft. southwest of present location (same site).

WPIK Alexandria, Va.—Granted mod. of cp to change ant.-trans. location and make changes in ant. system (increase height).

WANN Annapolis, Md.—Granted mod. of cp to change type trans.

WMCF (FM) Memphis, Tenn. — Granted mod. of SCA to conduct background music and storecasting service on multiplex basis, utilizing supersonic signals for purposes of controlling multiplex receivers for period ending Aug. 1, 1961; condition.

KPVA Camas, Wash.—Granted authority to sign-off at 5 p.m., PST, for period ending Sept. 30.

***WKAR-AM-FM East Lansing, Mich.**—Granted authority to remain silent May 30.

Actions of May 19

KJCF Festus, Mo.—Granted assignment of cp to Garrett Bcstg. Inc.

KCCR Pierre, S.D.—Granted license for am station; remote control permitted.

WMTL Leitchfield, Ky.—Granted license for am sttaion.

***WKSD (FM) Kewanee, Ill.**—Granted license for noncommercial educational fm station.

WYBC-FM New Haven, Conn. — Granted license for fm station; remote control permitted; ERP 305 w.

WCRF-FM Cleveland, Ohio—Granted license for fm station; ERP 21.3 kw.

KFRC San Francisco, Calif.—Granted license covering installation new trans.; remote control permitted; and license for auxiliary trans. at proposed main trans. site, and installation trans.

KMCD Fairfield, Iowa — Granted license covering installation new trans.

WETU Wetumpka, Ala.—Granted license to use old main trans. as auxiliary trans.

WMTW-FM Mt. Washington, N.H.—Granted license covering increase in ERP and ant. height and installation new type ant.; ERP 48.1 kw; remote control permitted.

KWEI Weiser, Idaho — Granted license covering change of frequency to 1260 kc.

KCHA Charles City, Iowa—Granted license covering increase in power and installation new trans.

WTNS Coshocton, Ohio—Granted cp to change ant.-trans. location and make changes in ground system.

Following stations were granted extensions of completion dates as shown: WRED (FM) Youngstown, Ohio, to Aug. 1; WCSC-FM Charleston, S.C., to Oct. 10, and WAVC Boaz, Ala., to Nov. 1.

WGRC Green Cove Springs, Fla.—Remote control permitted.

Actions of May 18

KRTV (TV) Great Falls, Mont.—Granted license for tv station.

***WEDU (TV) Tampa, Fla.**—Granted license for noncommercial educational tv station.

***KVIE (TV) Sacramento, Calif.**—Granted license for noncommercial educational tv station; ant. 1010 ft.

WBZ Boston, Mass.—Granted mod. of license to operate main trans. by remote control using DA-1.

Following stations were granted extensions of completion dates as shown: WVOL Berry Hill, Tenn., to Dec. 1; WBOS-FM Brookline, Mass., to Aug. 31; WMBM South Miami, Fla., to Nov. 10; WJMK North Syracuse, N.Y., to Sept. 1; WJOB Hammond, Ind., to July 14; KPON Anderson, Calif., to Sept. 1, and KITT (FM) San Diego, Calif., to Oct. 1.

Action of May 15

WYTI Rocky Mount, Va.—Granted authority to sign-on at 6 a.m. and sign-off at 7 p.m., except for special events when station may operate up to licensed sign-off time for period ending Aug. 31.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Granted petition by KCRA Inc. (KCRA), Sacramento, Calif., for extension of time to May 27 to file reply to oppositions to its petition to enlarge issues in proceeding on am applications of James E. Walley, Oroville, Calif., et al. Action May 19.

Upon request by Southland Bcstg. Co.

(Continued on Page 95)

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Outstanding opportunity for top young salesman "on his way up." Aggressive management with future multi-station plans now operating up and coming pop (non-rock) Seattle (18th market) station seeks go-getter with top sales record, married. Future sales managership if you can prove yourself. Excellent base plus strong incentive. First year's earnings should be $9,000 to $12,000. Resume, including earnings, snapshot to Box 946K, BROADCASTING.

Top flight local salesman-sales manager for leading Texas station. Best ratings and facilities in market. Must sell personally and supervise other salesmen. Leading city, pleasant living. Guarantee $7,000 plus bonus incentive assuring $10,000-$12,000 and further advancement. Need familiarity local, national, merchandising. Prefer late twenties. Thirties. Must be enthusiastic to work with resourcefulness. Excellent opportunity for right man. All replies confidential. Box 181M, BROADCASTING. Send photo, complete details, first letter.

Sales manager, strong in sales. Experienced. Wonderful opportunity for advancement. Under multi-station ownership. KSEM, Moses Lake, Washington.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Manager-salesman needed immediately. Excellent opportunity in vacationland of New York. Contact Bob Roddy, Ticonderoga, N.Y., Juno 5-2868.

Sales

Sales manager upper midwest 5 kw am. Excellent opportunity for man with good sales record who is ready for management. Send salary requirements, picture and details to Box 736K, BROADCASTING.

Salesman—Excellent opportunity for good producer. Strong independent, major Indiana market. $6,000 plus. Box 886K, BROADCASTING.

Leading radio programming distributor has immediate opening for experienced salesman. Heavy travel. Excellent salary. Paid expenses. Paid medical and life insurance. Pension plan. Send complete details plus recent photo. Box 117M, BROADCASTING.

Sales representative wanted for quality station in Westport, Connecticut. Very good potential. Write P.O. Box 511, or call Westport CApital 7-5133.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

California—Excellent opportunity for aggressive salesman with long-established top station in America's foremost desert community. Guarantee against commission. Send resume to KCMJ, Palm Springs, California.

Salesman to be assistant to sales manager. Salary and incentive commission. Enclose your sales record and photo. Radio KCOL, Box 574, Fort Collins, Colorado.

Salesman wanted by WORX, Madison, Indiana. $90.00 draw against 15%. Right man will inherit healthy account list and excellent prospects. Send resume prior to personal interview.

Salesmen needed for Rome-Utica market. Expanding chain seeks vibrant and dynamic individual. Real opportunity for right man. Contact Jim Colston, Olean, New York; 2-0157, or Bob Roddy, Ticonderoga, N.Y., Juno 5-2868.

Help Wanted—(Cont'd)

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Morning personality man for modern fast paced midwest metropolitan market station. Now solid second on heels of number one. New studios. Opportunity for production and talent fees. Send tape, photo, resume. Box 891K, BROADCASTING.

Eastern group has three applications pending for new and improved facilities. Need experienced announcers for management training. Minimum two years experience required. Personal interview necessary eventually, but first, send tape and resume. $90 to start with regular raises. Box 139M, BROADCASTING.

Top 40 station announcer looking for pd position? Must know how to develop and program station from scratch. This is a real challenge for clever and capable broadcaster. Excellent market in mid-west city of over 100,000. Send resume, picture and tape immediately. Box 167M, BROADCASTING.

Central Alabama radio station needs staff announcer. Send tape, picture and full background experience, starting salary requirement. Box 189M, BROADCASTING.

Wanted: 1st ticket beginner that likes announcing. Box 192M, BROADCASTING.

Immediate, announcer-engineer, first-class ticket, emphasis on announcing, little maintenance, new station, growing community, west central Florida.. Box 202M, BROADCASTING.

Experienced announcer, combo operation, network affiliate. Major Wisconsin market. Send audition tape, resume, photo, salary requirements. Box 208M, BROADCASTING.

Help! For the first time in his life K-BOY needs help. His little sister, K-GRL, is absconding with two of his "announcer-salesman". They are top air-salesman, sober, ambitious, ad-lib artists, funny without being facetious. In short, they're the best, but . . . they're leaving. If you qualify to fill their place, and would like 128 hours per week, free to spend in sportsman's paradise, contact us at once. K-BOY, Medford, Oregon.

Immediate opening. Experienced announcer. Repeat experienced. Good pay for good job. Send tape, resume Kenn Maloney, Manager, KUVR, Holdrege, Nebraska.

Expanding operation soon to go full time in Colorado Springs, need experienced d.j's. Send photo, tape, resume, salary requirements. KWBY, Colorado Springs, Colorado.

Bright, fast-paced dj for top-rated modern music station. Opportunity for tv experience and training. Send tape, picture and resume to Bill Baldwin, KWWL, Waterloo, Iowa.

Announcer for staff work with sports background, play-by-play ability. Immediate opening. Contact WARK, Hagerstown, Maryland. Send tape, picture and resume or call for interview.

Florida station needs fast paced personality announcer, sales experience desired. Top salary and commission. WDVH, P.O. Box 289, Gainesville, Florida.

Washington D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Help Wanted—(Cont'd)

Announcers

Announcer/pd with top 40 experience Ohio opportunity for bright young broadcaster on way up. Tapes, resumes required. No phone call. Disk Jockey Placement Center, Inc., Personnel Agency, 100 W. 42nd St., N.Y.C.

Announcer: First phone. Must like coastal rural area. Excellent facilities. Mostly announcing. Tape, picture, history, credit references: Brooks Russell, WESR, Eastern Shore Radio Center, Tasley, Virginia.

Immediate opening-experienced dj with bright, happy sound and good, tight sense of production. $100 start. Send tape, photo, background and references to WFDF, Flint, Michigan.

Technical

Chief engineer-announcer for complete maintenance and installation of new equipment. 250 watt station in small pleasant North Carolina town. Please state salary desired and qualifications. Box 103M, BROADCASTING.

Combo engineer-announcer. Must have first phone, new plant, new equipment. Directional station. Contact Wallace C. Bruner, Manager, Lawrenceville Broadcasting Company, Lawrenceville, Illinois.

Chief engineer-announcer with first phone interested in sales. Up to $450 per month start. Newly furnished, modern apartment. Phone, wire or write KPRK, Livingston, Montana.

Chief engineer, handle maintenance, some announcing. Contact KSIB, Creston, Iowa.

Experienced control operators wanted WDRC. 5000 watts. Hartford 12, Conn.

First class telephone maintain Magnecorders and RCA transmitter at WFRM, Coudersport, Pa. Some announcing desirable. Send details, salary expected to John Fay, care WKBI, Box 466, St. Marys, Pa.

Chief engineer-announcer for growing chain's new 5,000 watt Fargo N.D. daytimer. Attractive salary-permanent. Tape, full details. Gene Williams, W. 411-33rd, Spokane, Washington.

Need at once, first phone. New directional station. Excellent pay. Contact Wallace C. Bruner, Manager, Lawrenceville Broadcasting Company, Lawrenceville, Ill.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

Sports director. Capable man to provide broad coverage of statewide athletic events for both radio and tv. Reportorial work including photo, telephone, tape recordings, appearances both radio and tv. Limited play-by-play. Send full details Box 735K, BROADCASTING.

News director radio and tv. Upper midwest. NBC and MBS affiliate. 8-man team. Send details Box 737K, BROADCASTING.

Program director. Prefer experienced announcer ready to move up the ladder to "pd" job in outstanding small market station in northern Ohio. Prefer married man, good voice, knowledge of modern radio, willingness to fit into community essential. Fringe, benefits, excellent salary commensurate with experience and ability. Send resume, picture, and tape to Box 928K, BROADCASTING. If you think you qualify, let's hear from you. We will ask for personal interview.

Help Wanted—(Cont'd)

Production-Programming, Others

Continuity director. Experienced girl top independent station. Give complete details background, references, recent snapshot. Box 973K, BROADCASTING.

California station best bay area independent, long established negro policy, has two positions open, for highly experienced persons: 1. Merchandising assistant-top salary. 2. Account executive, top guarantee against commission. Only highly qualified and experienced persons need apply. Furnish resume and picture. Box 122M, BROADCASTING.

Newsman to write and air local news. We are looking for a man who is tired of the bigtime and wants to settle in a smaller market and sink roots. A challenging position for one who doesn't watch the clock. Starting pay $100 with steady increase. Eastern station. Box 206M, BROADCASTING.

Experienced newsman. Immediate opening for man to augment radio news department at leading Flint station. Radio or newspaper background acceptable. Send resume, photo and sample copy to WFDF, Flint, Michigan.

Copywriter, production ability, capable as announcer for some air work. Salary $100 per week. Immediate opening. Tape and references first letter. WMSC, Columbia, S.C.

Experienced newsman wanted as quarter-time assistant in radio news while taking graduate work. School of Journalism, State University of Iowa, Iowa City.

Continuity writer—Experience and "know how" can find its reward in this excellent opportunity with leading Michigan station. Send sample copy, resume and photo to WFDF, Flint, Michigan.

Young man with broadcasting experience and interest in creative work in radio and film, for instructorship, Department of Journalism and Communications, Washington and Lee University. Write to O. W. Riegel, Box 925, Lexington, Va.

RADIO

Situations Wanted—Management

Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 280K, BROADCASTING.

Sales manager-general manager, 15 years in radio station sales, local, regional, national. Thorough knowledge all phases station operation. Highest radio industry references. Box 294K, BROADCASTING.

Successful commercial manager in competitive market seeking bigger opportunity. Strong on sales and programming. Family man with excellent references. Box 927K, BROADCASTING.

Station manager or commercial manager available. Finest references from present employer. Sale of station reason for move. Contact Box 999K, BROADCASTING.

Manager-engineer, will sell, prefer single station market. Let's talk. Box 150M, BROADCASTING.

Idea man 16 years experience desires to manage. Prefer local market in midwest. Would buy in. Box 153M, BROADCASTING.

Station manager. Capable all phases, including sales. Proven record. Box 158M, BROADCASTING.

I'll be your assistant manager (any size market!); will contract ½ of year's salary that my system hypos annual billings 12% plus. Last 6 of 17 years experience at five-figures with major combine. Salary unimportant first year; you'll get winner, I'll get record. Excellent references. Box 187M, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Aggressive broadcast executive with 18 years experience now available. Experience includes 13 years as working sales manager, and general manager in radio and television in medium and metropolitan markets. Extremely able, capable, best references, married, college graduate, age 43. Confidential. Box 852K, BROADCASTING.

Manager-sales manager: Age 36. Will be available July or August. Now in process of selling own station. Experience includes; B.A. Radio-TV, 1951. 2½ years, sales manager. '51 to '54. Station owner, manager from '54 to '59. Emphasis on sales. Experienced announcer, programming, news. All small market. However, interested in medium to major market in east or south east. First phone. Married, two children. Managed tv station while operating own radio station. Box 177M, BROADCASTING.

Sales

Salesman/announcer, good general background, capable for switch to broadcasting. Box 166M, BROADCASTING.

Invite replies from eastern stations. Sales/announcing experience—six years. Desire to settle family small or medium market with opportunity future management. Interview in late August preferred. Box 209M, BROADCASTING.

Announcers

California employed. Personality dj, sd, pd. Ten years experience. Seeking permanent position radio and/or tv. Minimum salary $150 weekly. No top 40 stations, please! Box 969K, BROADCASTING.

Night time is the right time—increase your audience in the wee small hours—no hard sell-easy-relaxed style, single, but dependable. Box 101M, BROADCASTING.

Announcer, beginner, vet, single, ab, radio-tv major, go anywhere. Salary no object. Box 109M, BROADCASTING.

15 years experience announcing news-programming. Married, west coast preferred. Box 125M, BROADCASTING.

Florida stations. Top announcer. Florida market, 7 years. Fast or slow paced. Dialect, top references Box 127M, BROADCASTING.

Bright, single, ambitious announcer looking for future with growing station. Operate board, write, type, tape, resume, photo available. Contact. Box 149M, BDOADCASTING.

Have tape-will travel, young announcer/deejay, ambitious, determined, professionally trained all phases. Box 151M, BROADCASTING.

Don't give me a home where the buffalo roam; Don't lure me with southern fried chicken. Just give this poor slob a lucrative job where the records are of his own pickin'. Box 155M, BROADCASTING.

News, special events-plus, announcer, producer-writer-radio and tv. Box 159M, BROADCASTING.

Young man determined to succeed. Well trained. Any reasonable offer. Box 160M, BROADCASTING.

Announcer young. Eager to learn. Cooperative. Prefers Penn. Operate board. Box 161M, BROADCASTING.

Announcer mature. Sales minded. Copywriter. Good background. Operate board. Cooperative. Box 162M, BROADCASTING.

Country/western music. My strongest suit. Capable-staff, controls. Sales. Box 163M, BROADCASTING.

Negro deejay, smooth patter. Efficient, production. Controls. Audition tape. References. Box 164M, BROADCASTING.

Girl broadcaster capable, versatile, operate board. Writing, productions, publicity, sales. Box 165M, BROADCASTING.

Announcer, 26, personable, college, show biz background. Box 169M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Swingin', smooth, fast-paced dj wants to return to south-southwest. Presently employed with perfect references. 22, love radio, can swing! Box 172M, BROADCASTING.

Northern announcer in south, wants to go north. Upper mid-west. Announcing school grad, 2½ years experience, married, wants to learn tv. Starting salary $110.00. Box 176M, BROADCASTING.

Young swinging dj wants opportunity Ohio-Indiana-Kentucky area. Fast, modern, have gimmicks, ideas, would like to express them. Must be permanent. First phone, personal interview necessary. Box 193M, BROADCASTING.

"The Compleat Broadcaster." 7 years combo, announcer, writer, producer, programmer, engineer. Degree, radio-tv production. First ticket. Train greenhorns. Know the world around me. Sports expert. Seek operation needing the man who can bring it to life. Box 194M, BROADCASTING.

Announcer. Experienced in radio techniques and control board operations. Young, willing to travel, and eager to learn new phases of radio. Box 195M, BROADCASTING.

Young negro announcer; seeking experience in newscasting-dj. Excellent training. Tape, resume available. Box 198M, BROADCASTING.

Green Bay, Wisconsin area. Summer position wanted. Washington, D.C. experience. College. Box 201M, BROADCASTING.

8 years experience dj, sportscasting, sales, programming. Seeking larger market, earnings. Currently earning one forty. Box 204M, BROADCASTING.

Experienced staff announcer. Permanent or summer replacement. Washington, D.C., nearby, or Wisconsin. Box 205M, BROADCASTING.

Ambitious young man determined to succeed. Desires position in N.C. or S.C. Box 210M, BROADCASTING.

Will relocate in Michigan. Young, experienced, tape and resume. Box 211M, BROADCASTING.

Experienced announcer—1st phone, pianist-employed. Desires change. N.E. preferable. Box 213M, BROADCASTING.

Dependable, mature Texas early-morning music, news, farm man. W.K., 827 Highland Caks Drive, Dallas 32, Texas.

Topnotch announcer, stable, versatile, successful. Seeks greater opportunity. Call Logan 1-0147, Kansas City, Missouri.

Ambitious, talented negro announcer-dj. Eager to move ahead. Willing to relocate. Hours secondary. Edward Green, 265 E. Columbia St., Hempstead, L.I.

Announcer. First phone. Recent experience, good delivery, knows music. James Jones, 807 Hyperion Street, Los Angeles, California.

Hurry! Fast-paced morning man. Amiable personality, hard worker, available immediately, anywhere. Single, 4 years experience. Wire Dave Mitchell, 42 E. Phila. Ave., Boyertown, Penna.

Experienced sportscaster, salesman, newscaster, 1st phone. Call: "Tremendous". Crestview 5-8592, 1801 Coldwater Canyon, Beverly Hills, California.

Acting and production background. Bright, crisp delivery. Desire break in as announcer. Family man, 27, creative and dependable. Locate within 100 miles of Chicago. Dick Turner, 5707 S. Sayre, Chicago, Illinois. Ludlow 5-3508.

Attention! Format stations in Michigan, Iowa, midwest! Young dee-jay announcer. "Crazy for modern radio". Tape, resume at once. Phone Wabash 2-3183 4:00 til 11:00 p.m. or Paul White, 826 S. Wabash, Chicago, Ill.

Situations Wanted—(Cont'd)

Technical

Recent U.S.C. graduate telecommunications, local operating experience, hard worker. Seeks opportunity in radio broadcast field. Box 123M, BROADCASTING.

Engineer-announcer. Throughly experienced both phases. Central Florida. Box 147M, BROADCASTING.

Experienced 1st phone—vacation relief or permanent, resort area only. Box 152M, BROADCASTING.

Engineer, 1st phone. Long experience transmitting, studio equipment operation, maintenance. Versatile. Some sales. Box 156M, BROADCASTING.

Engineer 12 years am experience. Ham. Desire permanent position in west. Box 168M, BROADCASTING.

Chief. 17 years all phases. As far as I can go in present organization Desire employment with greater challenge and salary commensurate with record of proven ability. Family. Home. Resume. Box 175M, BROADCASTING.

Chief engineer, experienced radio station construction, directionals, remote control, maintenance. College graduate, sober, family man. No announcing. Box 183M, BROADCASTING.

Engineer, experienced, 28, reliable. Michigan, Ohio area. Box 196M, BROADCASTING.

Experienced engineer, 27, radio, television. Minimum $100. Reliable. Box 197M, BROADCASTING.

First phone, technical school grad, married, 28, available immediately, California only. Box 200M, BROADCASTING.

Experienced combo operator wants progressive station. Herb Boyer, 959 18th Ave., Northeast, Minneapolis, Sterling 9-0261.

Production-Programming, Others

Program director-announcer. 12 years experience, currently in Florida, available on short notice. Married, reliable, and hard worker. Write Box 145M, BROADCASTING.

Creative copywriter-dj, 36, experienced, writes "sellavision" radio copy. Resume. Box 146M, BROADCASTING.

Female—Do any type of program. Have ambition, ability, will travel, northeast, southwest. Tape, resume, photo available. Box 179M, BROADCASTING.

Like "Bob & Ray" humor? Top personality offering taped shows, local spots inserted. Box 190M, BROADCASTING.

I-M-4-U. If you need copywriter, traffic director or woman's program director. Experience in all fields. Immediately available for position preferably in station in Conn., Mass. or New Jersey area. Box 203M, BROADCASTING.

Member American Playwriters Guild. Professional school graduate—coaches. Highly creative. Original television, stage, screenplays. Desire career position. Production company. Advertising. Good moral character. Young spinster. Southwest preference. Stenographic skills. Attractive. E. F., P.O. Box 8233, Houston 4, Texas.

TELEVISION

Help Wanted—Sales

Sales manager for NBC affiliate upper midwest. Must have proven sales record in national field. Multiple ownership. 350,000 sets. Box 738K, BROADCASTING.

Experienced tv salesman for Chicago representative. Prefer man age 25-32. Box 170M, BROADCASTING.

Experienced tv salesman wanted for New York state, NBC affiliate. On air accounts to start. Excellent base plus commissions. Write giving full resume to Box 178M, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Immediate opening 2 aggressive salesmen, small market. NBC affiliate. Specialize local with some regional. Opportunity for advancement through multiple ownership. Also possibility of local sales manager if qualified. Box 185M, BROADCASTING.

Excellent opportunity for experienced tv salesman in midwest medium sized market. Let us hear from you immediately. Box 207M, BROADCASTING.

Sales manager with station management potential for progressive NBC affiliate in rapidly expanding, oil rich, Rocky Mountain area. Bob Berger, KTWO-TV, Casper, Wyoming.

Announcers

Experienced tv announcer; southwest city, 150,000 population, three-station market. On-off camera work. Send complete resume, tape, recent dated photo. Salary open. Box 960K, BROADCASTING.

Versatile on-camera and booth announcer for vhf in major southwestern market. Clarity, intelligibility and naturalness desired rather than affected stylization. Send picture and tape to Box 971K, BROADCASTING.

Technical

Chief engineer, our present chief staying on in new capacity. Need experienced for both am and tv, must be strong on maintenance. Send complete resume and salary requirements to Redd Gardner, General Manager, KCRG-TV, Cedar Rapids, Iowa.

First class engineer. Fulltime for small tv station. Contact Bob Berger, KTWO-TV, Casper, Wyoming.

Channel 6 needs maintenance technician. TV experience not necessary to man with good broadcast background. Contact Bruce Joyner, KVIQ-TV, Eureka, California.

Studio and transmitter engineers with both operating and maintenance experience. RCA 50 kw transmitter. Studio DuMont. Liberal pay scale with starting salary determined by past experience. Contact E. M. Tink, Chief Engineer, KWWL-TV, Waterloo, Iowa.

Production-Programming, Others

Experienced newsman capable of narrating in depth, public service program and writing editorials. Completely equipped 8 man radio and tv department. Box 739K, BROADCASTING.

Experienced floorman, cameraman, switcher, now ready for job as production chief. If you have know-how and ideas, send resume to Bill Baldwin, KWWL-TV, Waterloo, Iowa.

TELEVISION

Situations Wanted—Management

Manager or commercial manager: 7 successful years in these capacities. 16 years television/radio experience. Also network and agency. Best references all previous employers. Box 279K, BROADCASTING.

Announcers

Experienced announcer-currently employed major market. Seeking advancement in midwest station. Best references. Box 173M, BROADCASTING.

Female-Recent graduate of professional radio and tv school. Like acting, can really live the part. Let me give the commercials and sell your sponsors products. Tape, resume, photo available. Box 180M, BROADCASTING.

Production-Programming, Others

Producer-director, experienced in all phases of television production. BA, MA, veteran, married, 28. Excellent references from present employer. Box 154M, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Television director with over two years experience in every phase of television production looking for promising or progressive station. Box 184M, BROADCASTING.

Director: Filming, announcing, production. 7 years experience. Top references. Family. Box 186M, BROADCASTING.

FOR SALE

Equipment

Windcharger #300 galvanized 190 foot am-fm tower, 35 foot pylon, beacon, obstruction lights. Box 963K, BROADCASTING.

RCA pix monitor TM-5A, Ferris 32A sealed intensity meter and Measurements Corporation 58. We buy and sell many types broadcasts terminal equipment. Box 148M, BROADCASTING.

Large stock replacement parts and accessories for RCA TTR and TRR microwave equipments. Reasonable prices. Box 70, Van Nuys, California. STanley 3-2400.

Magnecorder—PT6A/PT6J, excellent, used very little, w/Astatic mike. Bargain. Box 647, Butler, Pa.

1 kw transmitter with guarantee equal to manufacturer's new. No dirt; no flaws. It's a Gates BC1-E. We want 500/250 watt transmitter and will swap, giving or taking value difference. Also will sell outright to highest bidder. Write H. I. Moseley, KAAB, Hot Springs, Arkansas.

TV film projector, brand new RCA TP16F, never unpacked, $2,500. Just one available. John Poole, KBIC-TV, 2515 E. Coast Highway, Corona Del Mar, California.

Gates BCA-250 standby transmitter. Like new. Make offer FOB. KOKA, Box 3605, Shreveport, La.

Magnecord tape recorder S-36B; 7½ & 15"; portable case; case still looks like new; ideal for remotes or studio work; has provision for bridging and mike input; 600 ohm output; now in service as primary recorder. Factory instruction book; cost $395 net; first check over $250. FOB WACE, Chicopee, Mass.

Tapak newcaster battery operated for on-the-spot recordings. Complete. $125 fob, WCTW, New Castle, Indiana.

Two Cubcorder portable battery-operated tape recorders in good condition, complete with mikes, charger and service manual. $120.00 each or two for $200.00. Contact WGBF, Evansville, Indiana.

Raytheon 250-W transmitter excellent condition, tubes, crystals 1400 kc with console to match. New in 1951. Both for $1,450.00. Charles L. Cain, 208 West Burton, Sherman, Texas, TW-31021.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Electronic Co., Box 31, Temple, Texas.

RCA TG-1A sync generator TK-1A monoscope camera TA-1A distribution amplifier, 480C power in two racks $1,000. LEL, Inc., 380 Oak Street, Copiague Long Island, New York.

Weather warning receivers for Conelrad and disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

T.C.A. Radio Tower Company—We have 7 used 200-ft. guyed towers for sale. These towers are ready for immediate shipment, complete with lighting. Also, have any mature, any type micro-wave towers of any height. Write, wire or call; H. C. Tant, T.C.A. Radio Tower Company, 2615 Bankhead Highway, Atlanta, Georgia. Phone: SYcamore 9-1203.

TV, am, fm transmitters, cameras, studio terminal equipment. If you need anything in the BC line please contact us. Technical Systems Corp., 12-01 43rd Ave., L.I.C., N.Y.

WANTED TO BUY

Stations

Small. Cp or daytime station. Write full details to Box 828K, BROADCASTING.

Responsible group expanding, will lease with option to buy, small or medium market station in upper southland. Box 977K, BROADCASTING.

Small station or cp in southeast wanted by experienced operators. Single, dual or 3-station markets considered. Box 105M, BROADCASTING.

Qualified, responsible group interested in buying several medium market stations. Prefer to buy low-rated station in multi-station market. Would consider right offer in single station market. Prefer southwestern. Box 171M, BROADCASTING.

Will buy—Financially responsible parties interested in am radio stations offered for sale. Qualified to make investment up to $500,000.00. Will consider stations located in large or small markets with view to growth potential. Reply in confidence to Box 199M, BROADCASTING.

Equipment

FM monitor and transmitter from 3 to 10 kw. Must be in excellent condition and realistically priced. Midwest location. Box 174M, BROADCASTING.

250 watt commercial fm transmitter for non-profit, student-run corporation. Reply Box 212M, BROADCASTING.

Uni-level, sta-level or other compression amplifier. Metcalfe Music, 2907 16th Way S., Birmingham 9, Alabama.

One Hi Band vhf 5 or 10 kw tv transmitter. One 12 section channel 12 Batwing antenna. Air mail reply to Carlos Rivera, Box 2050, San Juan, Puerto Rico.

TV-fm-am transmitters. Cameras, audio video consoles all types terminal equipment. Technical Systems Corp. 12-01 43rd Ave., L.I.C., N.Y.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

F.C.C. License in 5 weeks. Special classes June 15th and August 3rd. Tuition of $300 includes broadcast and dj instruction with placement. Pathfinder School of Radio and TV, 510 16th St., Oakland, California. TWinoaks 3-9928.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

MISCELLANEOUS

Call letter items—Banners, lapel pins, michrophone plates, car plates, bumper strips, decals; printed forms, personnel service—Bro-Tel, Box 592, Huntsville, Ala.

Custom radio spots our specialty. No jingles. Write: M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Qualified consulting engineer. Specializing in daytime applications, frequency surveys, and power increases. Area west of the Mississippi. Douglas F. Mariska, 1006 East 16th Avenue, San Mateo, California.

BUSINESS OPPORTUNITY

For general financial help, buying and selling of media stocks over the counter and floating issues for purchase or expansion contact: Media Investments Co., 6381 Hollywood Blvd., Los Angeles 28, California. We can offer these services only in those states in which we are registered as dealers in securities.

RADIO

Help Wanted—Announcers

CCA EXPANDING

SALES EXECUTIVES NEEDED

In our policy of providing more, better and closer supervision and service to our clients (some of the top radio and TV operations in the country), we are always looking for more sales executives.
30-45 years old, good appearance, car, willing to relocate and travel five days a week. "Stand Up Type" salesman, personable, forceful, experienced.
This is $15-20,000., first year—draw plus commission and incentive bonus.
Complete resume; current income, pics and section of the country in which you are interested—first letter. No "floaters" or "crew deal operators" considered. Our staff aware of this ad. Positions open immediately for right man.

Boyd W. Lawlor
GENERAL SALES MANAGER

COMMUNITY CLUB SERVICES, INC.

20 East 46 Street
New York 17, N.Y.
MUrray Hill 7-4466

SALES ENGINEER

- **The Company:** Major broadcast equipment manufacturer.
- **The Position:** Sales engineer to travel and call on radio stations in several eastern states. Technical background essential.
- **Opportunities:** Unlimited. Salary, expenses and incentive bonus system provides high earning potential for aggressive sales minded individual. A permanent position with an excellent future.

Send complete resume to Box 215M, BROADCASTING.

Announcers

OPPORTUNITY
LIVE WIRE DJ
OR TEAM OF TWO
Prominent N.E. Station
Send Tape
Box 840K, BROADCASTING

Help Wanted—(Cont'd)

Announcers

LEADING NEW YORK CITY RADIO STATION WANTS EXPERIENCED NEWSCASTER-ON-THE-SPOT NEWS REPORTER.

Must be top broadcaster as well as enterprising, experienced on-the-spot-reporter-interviewer.
Submit sample tapes of ten-minutes newscast and remote news-interviews. Resume, picture also required.
Box 182M, BROADCASTING.

Technical

ARE *YOU* THE MAN WE ARE LOOKING FOR?

Internationally known manufacturer of electronic equipment seeks high caliber man to join one of the country's most outstanding growth organizations. The man we are looking for knows broadcast and communication equipment, is looking for challenging work with a bright future, and has the ability to do a top-rate sales and engineering job. Send complete resume to Box 214M, BROADCASTING.

TELEVISION

Help Wanted

Production-Programming, Others

TELEVISION

Major 4A agency on East coast—not New York—needs a good television writer. The man we want is seasoned, but not inflexible. He has imagination, plus the discipline to use it well. He knows enough about production to write commercials that come off. He works well under pressure and can do a good job of editing his own copy. He can handle the daily stuff in the middle of a campaign as well as the keynote material. If you fit this description tell us about yourself in a letter to Box 157M, BROADCASTING. Include your experience, salary requirements, general background. Our employees know of this ad. We have multiple employee benefits, good working conditions.

FOR SALE—Equipment

Complete 25 KW VHF Television Transmitter. Air Cooled. Channels 2 through 6. Excellent Condition. Priced very low for quick sale. Send for complete description.
Box 188M, BROADCASTING.

FOR SALE—Equipment

FOR SALE
NEW EQUIPMENT

Ling low cost TV broadcast equipment (Channels 7-83). Complete including transmitter, live cameras, film and slide chain, monitor, lenses, antenna, audio facilities and accessories, for SMALL COMMUNITIES, colleges, school district or educational TV requirements—$18,000.00 to $26,000.00.

Economical programming packages are available for such stations. Amateur TV Video transmitters (420-450 mc), camera, tripod, monitor, lens, converter, transmission line, antenna, etc. $2875.00. Financing arrangements 24 months or more.

Also complete line monitors—$215.00 to $285.00. 16 mm C Mount and Zoom Lenses, Vidicon tubes, Vidicon cameras for broadcast use, Video cables, connectors, etc. Gene O'Fallon & Sons, 639 Grant Street, Denver 3, Colorado. Phone AM 6-2397.

PERSONNEL SERVICE

BROADCASTING OPPORTUNITIES
Announcers with minimum of 3 years recent experience, and audition tapes (7½ ips) to demonstrate style, can be relocated to good markets. Send detailed letters with tapes. Include return postage.
DISK JOCKEY
PLACEMENT CENTER, INC.
Agency Specializing in
BROADCASTING • ADVERTISING
PERSONNEL
PAUL BARON, *Managing Director*
100 West 42nd Street, New York 36, N.Y.
TWX-N.Y.-1-4059
or Telephone WIsconsin 7-6322

Good opportunities for lively DJ's, Salesmen, Film editors, Promotion man, Director-Producers, Newsmen, TV Announcer.
We invite experienced personnel to register free for future openings. Minimum fee for placement.
MIDWEST RADIO-TV PLACEMENT
54 West 30th Street, Indianapolis
CL-3-3693 Lic. Agency

$ WANT MORE MONEY $
LET "SAM" GET IT FOR YOU
Free registration—Confidential
- Announcers TV & Radio
- Radio Disk Jockeys
- TV & Radio Engineers

Men with 1-4 years experience
Step up to better paying jobs.
PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GA.
PHONE: JA 5-4841

STATIONS • FOR SALE

MONEY MAKER
Prosperous Texas South Plains full-time, local with long record of profitable operation. Irrigation, oil, fast growing town and area.
Box 191M, BROADCASTING.

Ind.	Single	1kw-D	$158M	terms
La.	Single	250w-D	35M	terms
Fla.	Small	5kw-D	115M	terms
Ga.	Single	1kw-D	47M	cash
W.Va.	Small	250w-F	30 M	terms
Pa.	Small	1kw-D	100M	terms
Fla.	Small	500w-D	60M	terms
Cal.	Medium	250w-F	150M	terms
Ky.	Medium	1kw-F	175M	terms
N.C.	Medium	1kw-D	200M	terms
N.Y.	Medium	5kw-D	250M	terms
Ala.	Medium	1kw-D	65M	terms
Mich.	Medium	1kw-F	250M	terms
Central	Metro-suburb		158M	terms
Fla.	Large	250w-D	250M	terms
S.E.	Major	5kw-D	225M	terms
S.W.	Small	AM-TV	375M	terms
S.E.	Small	VHF-TV	450M	terms

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Associates:
Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Licensed Station Brokers . . .

$ 40,000	California	250 watts
$ 75,000	Arizona	1000 watts
$175,000	Arizona	5000 watts

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic Los Angeles 35

Southwest daytimer top medium market making nice profit with specialized programming. Excellent real estate valued at $40,000.00. Cash down payment 29 percent. Total price $150,000.00 or minus real estate $110,000.00. For information on this or 30 other radio-tv properties $40,000.00 to $1,500,000.00. Contact Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE
Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Continued From Page 90

(WLAU), Laurel, Miss., dismissed its petition to enlarge issues directed against application of Voice of New South Inc. (WNSL), Laurel, which had been designated for comparative hearing with Southland, but amended and removed from hearing May 14. Action May 20.

Granted petition by Lycoming Bcstg. Co. (WLYC), Williamsport, Pa., for extension of time to May 25 to reply to opposition of Broadcast Bureau to WLYC's motion to reopen record in proceeding on am application of Williamsport Radio Bcstg. Assoc. Inc. (WARC), Milton, Pa. Action May 20.

Granted petition by Peoples Bcstg. Corp. (WGAR), Cleveland, Ohio, for extension of time to file its reply to response to Peoples' petition for enlargement of issues filed by Inter-Cities Bcstg. Co. in proceeding on latter's application for am facilities in Livonia, Mich.; extended time to same date reply must be filed to response to be submitted by Broadcast Bureau on May 19. Action May 20.

By Hearing Examiner Basil P. Cooper

Granted motion by Armin H. Wittenberg Jr., for extension of time from May 26 to June 26 for filing proposed findings of fact and conclusions of law, and to July 13 for reply findings in proceeding on his application and that of Pasadena Presbyterian Church for fm facilities in Los Angeles, and Pasadena, Calif. Action May 19.

By Hearing Examiner Thomas H. Donahue

Issued memorandum formalizing oral rulings made on May 14 which granted motion by Upland Bcstg. Co., Upland, Calif., for additional time to file oppositions to petition by Southland Communications Co., Anaheim, Calif., for leave to amend its am application and for other relief, and denied Southland's petition for leave to amend and for additional time for submission of hearing exhibits on engineering issues in proceeding on its am application, et al. Action May 19.

By Hearing Examiner Charles J. Frederick

Granted petition by WMGM Broadcasting Corp., for leave to amend its application for fm facilities in New York, N.Y., to show change in officers and directors of the parent corporation, and second petition to change name to Loew's Theatres Broadcasting Corp.; closed record. Action May 21.

By Hearing Examiner Millard F. French

Denied petition by Florida Gulfcoast Bcstrs. Inc., for reconsideration of Examiner's ruling insofar as it requests that Tampa Telecasters Inc. be directed to supply certain requested information, and to add Evansville issue; denied Tampa Telecasters' motion for reconsideration of Examiner's ruling rejecting Tampa Telecasters' exhibit no. 19; granted that portion of Florida Gulfcoast's petition for reconsideration of Examiner's ruling requesting rejection of certain exhibits of Tampa Telecasters, insofar as said exhibits are based on use of leased equipment to implement its proposal, on ground that leasing agreement constitutes variance from its application; granted Bay Area Telecasting Corp. motion to exclude certain exhibits of Tampa Telecasters on ground of variance, and excluded Tampa Telecasters' exhibits 7, 11, 13, 14, 15, and 20; on own motion, scheduled further hearing for 2 p.m., May 26, instead of 9 a.m., in Largo, Fla., tv ch. 10 proceeding. Actions May 19 and 20.

By Hearing Examiner Isadore A. Honig

Granted petition by Radio KYNO, Voice of Fresno (KYNO), Fresno, Calif., for extension of time from May 22 to May 29 to file proposed findings and from June 9 to June 16 for filing replies in proceeding on its am application. Action May 21.

On own motion, and with the agreement of all counsel present at prehearing conference in proceeding on am applications of Richard L. DeHart, Mountlake Terrace, Wash. et al., scheduled further prehearing conference for 2 p.m., June 11. Action May 22.

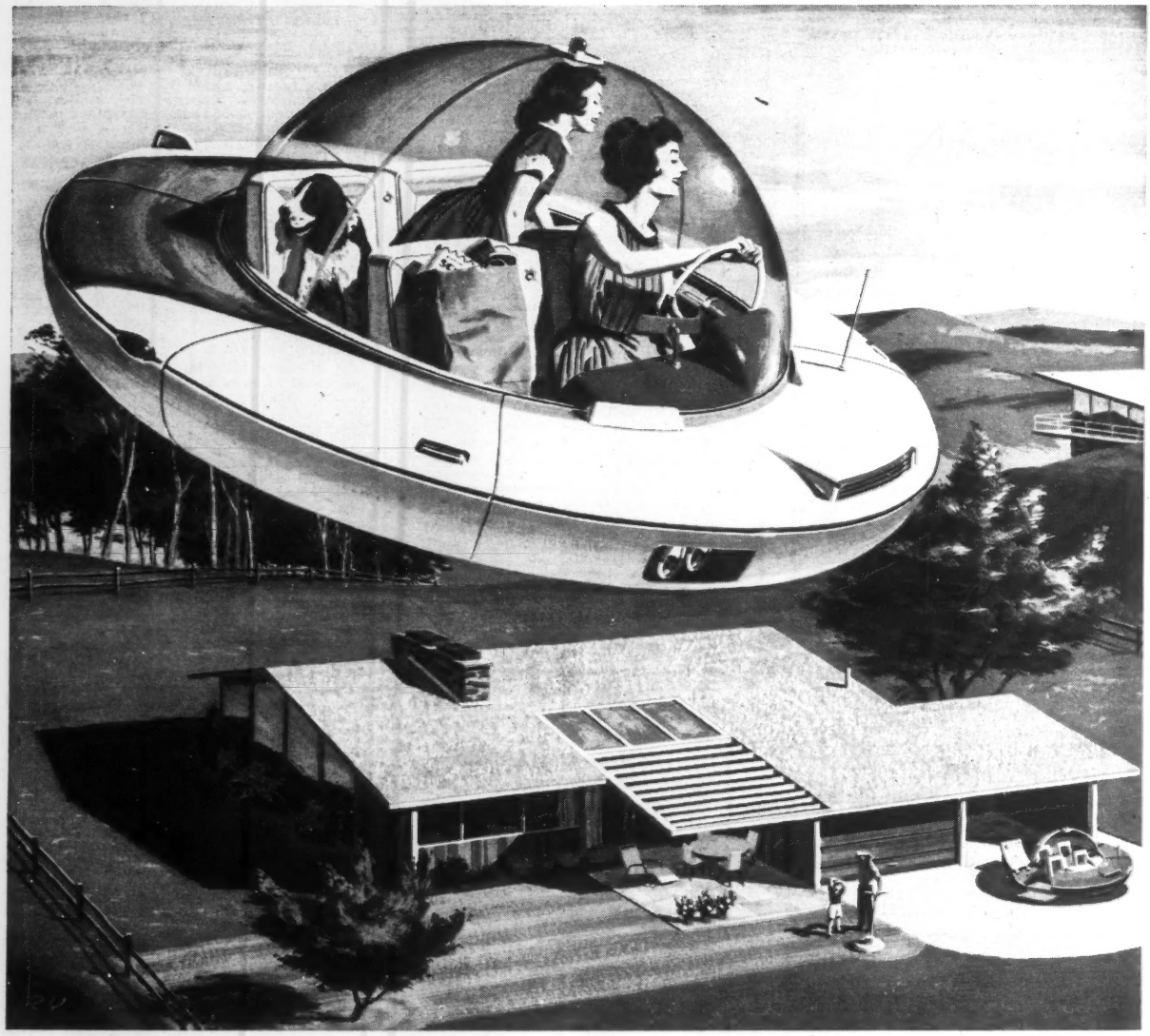
By Hearing Examiner Annie Neal Huntting

On own motion, continued prehearing conference from June 8 to June 19 in proceeding on am applications of William Parmer Fuller III, Salt Lake City, Utah, et al. Action May 22.

By Hearing Examiner H. Gifford Irion

Continued from June 1 to July 24 date for conference of engineers in proceeding on applications of Radio St. Croix Inc., New Richmond, Wis., et al. Action May 18.

Granted petition by Guy E. McGaughey Jr., Jacksonville, Ill., for leave to amend his am application to change from unlimited time to daytime only operation; removed from hearing status and returned to processing line. (Was designated for hearing with Radio St. Croix Inc., New Richmond, Wis., et al.) Action May 21.



YOUR PERSONAL "FLYING CARPET" Step into it, press a button, and off you go to market, to a friend's home, or to your job. Take off and land anywhere; no parking problems. Plug in to any electric outlet for recharging. They're working on it!

MORE POWER TO YOU!

America's independent light and power companies build for your new electric living

Tomorrow's higher standard of living will put electricity to work for you in ways still unheard of!

The time isn't too far off, the experts say, when you'll wash your dishes without soap or water—ultrasonic waves will do the job. Your beds will be made at the touch of a button. The kids' homework will be made interesting and even exciting when they are able to dial a library book, a lecture or a classroom demonstration right into your home —with sound. (Some of this is happening already.)

To enjoy all this, you'll want a lot more electric power, and the independent electric companies of America are already building new plants and facilities to provide it. Right now these companies are building at the rate of $5,000,000,000 a year, and planning to double the nation's supply of electricity in less than 10 years.

America has always had the best electric power service in the world. And the independent electric companies are resolved to keep it that way.

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

Company names on request through this magazine

OUR RESPECTS TO . . .

Howard Aldred Jones

"I've lived most of my life in this gray tower, with this view of the lake shore," Howard Jones mused as he looked out of the window of his office in Chicago's Palmolive Bldg. Continuing, he said. "This new challenge is the big one. I believe in and it's the whole concept of the operation as Freeman Keyes has planned it."

Mr. Jones, as the newly-elected president of Keyes, Madden & Jones, his associates will tell you, would be the last person in the fast-growing agency to pontificate from an ivory tower—or even a gray one. To prospective jobseekers he sets forth three creative cornerstones: (1) the ability to write, (2) the skill to put selling ideas into activating words and (3) "the knowledge of humanness without which neither of the first two requirements has any useful meaning."

In more than a quarter-century of agency activity, Howard Jones seems to have fashioned a reputation for both humanness and creativity, twin qualities which serve him well in his role at K M & J. He joined the newly-formed agency in 1957 after 15 years' service at Grant Adv. and was elevated from executive vice president this past January. He succeeded Edward D. Madden, who resigned to become vice chairman of Geyer, Morey, Madden & Ballard.

Billing Rise Expected • This year K M & J confidently expects to increase its billing about 25% over the $18.3 million mark for 1958—thanks to the addition of several new accounts. Radio-tv will get about 45%.

Mr. Jones has believed strongly in sound broadcasting ever since he wrote a graduate thesis in college on radio's meaning to farm housewives. Included was one housewife's observation, "When I read stories or books, I read words, but when I hear radio, I see things happening"—which he uses even today to point up the aural medium's unique advantage. Similarly, he's convinced of tv's efficacy as a selling medium.

Witness some of K M & J's new account activity: (1) Revere Camera Co., which has expanded a test campaign from four to eight key markets (16 stations) because of sales results (CLOSED CIRCUIT, May 18); (2) H. H. Hixson, which stepped into the competitive Chicago coffee market with saturation spot radio-tv for Fireside Egg brand. Along with these, Keyes, Madden & Jones also inherited Joanna Western Mills and Dr. West's Insta-Clean denture cleaner—four new accounts worth approximately $2 million —earlier this year. Other accounts include Brown & Williamson, Florists Telegraph Delivery Service, Congoleum-Nairn, Pinex, National Presto Industries, Norge and York Corp.

Actually, Howard Aldred is an old copy and creative hand in agency radio-tv circles, dating back to the onetime bustling Blackett-Sample-Hummert operation in 1934-38 and other agencies before it. His early bent was toward dramatics and, later, advertising-merchandising-sales promotion.

Diversfied Experience • Born in Jamestown, N. Y. (Dec. 6, 1900) young Jones was reared in New Orleans; attended Rugby Military Academy, U. of Chicago (graduating with a PhB in 1922) and Carnegie Tech Dramatic School, and taught at Shady Side Academy, Pittsburgh. He joined Butler Bros. as copy editor of its mail order catalog service in 1923, U. S. Gypsum as chief sales correspondent and The House of Kuppenheimer, working up to advertising manager. He branched out with his own advertising - merchandising - sales promotion-public relations firm for public utilities 1926-30. He also served briefly with Insull Securities.

In 1930 Mr. Jones entered the agency field via Albert Frank Co. (now Albert Frank-Guenther Law), handling commercial business and Canadian Pacific railroad and steamship lines, moving with the account to Ruthrauff & Ryan in 1931. There he was assigned account man, copywriter and new business representative, making initial contact with the Dodge account.

"Life really began in 1934," Mr. Jones recalled, "at Blackett-Sample-Hummert" in Chicago, spawning ground for many a promising agency executive. He was appointed vice president and account executive of J. A. Folger coffee, servicing the account for 20 years. He also serviced Procter & Gamble, General Mills, Bauer & Black, Holland Furnace and other accounts, writing commercials and producing programs. (Among his accomplishments: "Seeing *Judy and Jane*, a radio soaper, through some 5,000 episodes!")

On to Madison Avenue • New York's Lord & Thomas beckoned in 1939 to Mr. Jones as vice president and account man on National Biscuit Co., American Tobacco (Roitan cigars) and Folger's coffee, while also handling copy chores. Transferred next to Chicago, Mr. Jones serviced Armour & Co. (Treet and Luxor products). Pabst Brewing Co. and Folger and shared management responsibilities as co-manager of the office.

When L & T closed its doors, Mr. Jones joined Will C. Grant's agency in the same Palmolive Bldg. in 1942. As executive vice president of Grant Adv., he was identified as creative chief, account supervisor and new business troubleshooter with several accounts. He also was associated with such radio properties as *Houseboat Hannah, Captain Midnight, Couple Next Door* and *Helpmate* and served as head of the agency's central creative group.

Pass the Ammunition • In the current Chicago coffee war sparked by Folger's heavy radio-tv bombardment of that market (BROADCASTING, May 11). Hixson's Fireside Egg campaign handled by Keyes, Madden & Jones is currently writing its own advertising success story.

Notwithstanding all the activity at K M & J (and the earlier departure of Edward Madden), Howard Jones conducts business (some 78 phone calls per day, plus contacts, travel) with the same warm smile—and shingle ("Why change our name when the team is winning?"). His allusion to sports is not perfunctory. A sportsman in his own right. Mr. Jones owns and breeds thoroughbred horses (now about 68), shoots golf (in the 80s) and plays squash. On a rainy offday, though, one is likely to find him in his Palmolive Bldg. "gray tower," adding to what is normally an 80-hour week.

Mr. Jones married the former Maud Eleanor Talcott. They have two children—Challis (Mrs. William B. Snyder), and Talcott, manager of K M & J's Hollywood office.

K M & J's HOWARD JONES
No ivory in the gray tower

EDITORIALS

Hobson's choice

LAST week, according to Ted Bates, the agency which places the business, 138 television stations were carrying commercials for Preparation H, a hemorrhoid remedy which the Television Code Review Board says is unacceptable as a tv advertising account.

At least 50 of those stations were also displaying the Seal of Good Practice.

These figures do not suggest that the code is growing in authority or influence. If 25% of all commercial tv stations, 50 of them alleged subscribers to the code, are broadcasting forbidden commercials, it should be clear that the code has reached a critical point in its seven-year history.

This, or some other crisis like it, was inevitable. The adoption of the code in March 1952 guaranteed that at some point there would be a serious dispute over a question of the code's application. If the code is to survive, this crisis must be resolved, although we doubt that the dispute that occasioned it will be settled.

Yank all the seals now in the possession of stations carrying Preparation H commercials and you will persuade none of them that the commercials are objectionable. For all we know, the code violators may be right. Who is to say, in a gray area like this, what is in good or poor taste? But the dispute over taste is no longer the central issue. The crisis of the code is.

If there is to be a code, it must stand for something, and the code review board must be willing to apply its authority to reinforce that stand. For three years, through three administrations, the code board has warned subscribers against carrying Preparation H. Last April 30, at the code board's request, the NAB Television Board withdrew the seal from eight subscribers who had defied the code board's warning. Some 50 others are still defying it. The longer they continue to defy it and are allowed to pretend to be code subscribers the weaker the code becomes.

While the code still has a spasm of life left in it, it should be given an invigorating shot. We can think of nothing that would be more invigorating than the wholesale removal of Seals of Good Practice from all stations which have not cancelled Preparation H.

Three years of warning culminated by the ouster of eight subscribers have established a position from which the code board cannot retreat. To oust eight last April 30 and not oust 60 others that were carrying the same commercials at the same time was a sign of irresoluteness, though we can understand how the board hoped by that example to persuade others to fall into line.

Now that the persuasion has largely failed, the code board has no choice but to cite the rest of its defiant subscribers for action by the NAB Television Board at its next meeting June 17.

Transcendental

BROADCASTERS are treating all too casually an event of great moment scheduled for next Monday and Tuesday. The future of television allocations may well be tied into the two-day panel on a full-scale spectrum study called by Chairman Oren E. Harris (D-Ark.) of the House Commerce Committee.

Sitting in on the panel will be recognized allocation experts of the various branches of the federal government, as well as of manufacturers, industrial users and others who are feeling the pinch of scarcity. Originally, the scheduled spokesman for television were to have been engineers representing the NAB and Assn. of Maximum Service Telecasters. At the eleventh hour, however, NAB President Harold Fellows was also listed. Be it said for MST, it tried to get permission to participate through the presence of a policy-level executive, but was turned down, presumably because, unlike the NAB, it speaks for a "special interest" group.

Mr. Harris set up this spectrum subcommittee (and got a $200,000 appropriation for it) to parry the administration effort to create a five-man board named by the president. Since preponderant government use of the scarce spectrum is a principal issue, such a board would actually be investigating itself. Mr. Harris' interest therefore must be presumed to be the interests of the public, and that means of the television broadcaster.

The panel sessions are to be exploratory. They are restricted to (1) problems of the spectrum and its utilization and (2) the most appropriate way to solve these problems.

It should be apparent that if the answers were found to these two questions the vexatious allocations issue would be solved. Consequently, the outcome of these panel sessions could shape the now beclouded future for television.

Lately, the military has become more cooperative in the approach to spectrum analysis. A spokesman last March said the military has no designs on the tv vhf band. And government experts for several months quietly have been negotiating with the FCC, through liaison Comr. Fred W. Ford, in the hope of arriving at a plan for exchange of frequencies that would provide new vhf channels for tv and alleviate the excruciating shortage created by the inability to use uhf advantageously.

We hope the results of these preliminary and other discussions will lead to the creation of a joint Congressional Committee on Spectrum Utilization and Allocation. Such a committee would bridge the policy gap between the executive branch and the legislative which functions through the FCC. The President allocates for government; the FCC for all others.

The spectrum is one of our great natural resources. With the advent of space exploration it becomes more than just global. Congress has established joint committees on space and atomic energy. Communications are the life-line of our world economy with all nations using one spectrum.

For these reasons, the Harris Panel next week as the first organized effort to tackle the spectrum problem is transcendentally important. Broadcasters should be represented by top policy spokesmen because if they are overshadowed, the ultimate injury might be irreparable.

Drawn for BROADCASTING by Sid Hix

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